26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION MAY 6, 1957 35¢ PER COPY

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Stability comes to tv

Kroger: A B•T Profile

IN THE NATION'S CAPITAL, THIS IS...

THE ONE TO BUILD ON!

NBC
WRC WRC-TV
1957

On the Second of May, the city of Washington witnessed the laying of the cornerstone for WRC-TV's new $4 million plant, the first building in the world designed for Color Television. It also incorporates the most complete, up-to-date radio facilities.

For Washington and for the nation at large, the cornerstone stands as a promise of bright and colorful things to come.

For advertisers, it represents a link between a successful past and even more brilliant future.

In Washington, you'll find the solid cornerstone for your advertising plans in WRC-TV.

WRC-TV·4

SOLD BY NBC SPOT SALES WASHINGTON, D.C.

RELAX and PLAY on a *Bermuda Holiday!*

You fly to Bermuda in less than 4 hours!

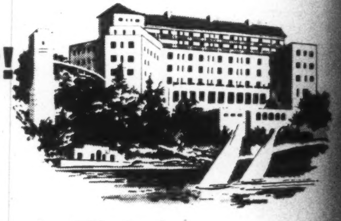
OPERATION: FACELIFT FOR STATION WHTN-TV

rebuilding to keep pace with the increasing importance of Central Ohio Valley . . . expanding to serve the needs of America's fastest growing industrial area better!

Draw on this Powerhouse of Facts for your Slogan: When OPERATION *FACELIFT is completed this Spring, Station WHTN-TV's 316,000 watts will pour out of an antenna 1000 feet above the average terrain! This means . . .

- **REBUILT AND IMPROVED STATION WHTN-TV** will be the ONLY "FULL POWER" STATION in Ohio Valley between Cincinnati and Wheeling!
- **REBUILT AND STRENGTHENED STATION WHTN-TV** will be the ONLY STATION to put a Grade A signal over the four top markets of Portsmouth, Ashland-Ironton, Huntington and Charleston!
- **REBUILT AND EXPANDED STATION WHTN-TV** will put city grade service over the two principal major markets of Huntington and Charleston!
- **REBUILT AND RE-VITALIZED STATION WHTN-TV** will be THE ONLY STATION with the sustained dominance of TV-power to insure your sales messages reaching the many families *earning far above the average* in the fast-growing industrial centers of Central Ohio Valley, living near and in the buying centers of Central Ohio Valley.
- **REBUILT, REFURBISHED, REFRESHED STATION WHTN-TV,** one of the fine Cowles stations, on Channel 13 over ABC basic network will dominate Central Ohio Valley. If you want your products to sell in this important market, plan to use the station that will blanket this entire area . . . STATION WHTN-TV.

OPERATION: PAYOFF FOR YOU—AND HER!



write a slogan to sum up the exciting WHTN-TV story and

WIN A GLORIOUS BERMUDA SUNSHINE HOLIDAY FOR TWO! OR THE CASH EQUIVALENT IF YOU PREFER!

In as few words as possible, no more than fifteen, write a slogan that dramatizes the TV-viewing appeal of Station WHTN-TV . . . that tells why Station WHTN-TV offers the TV-advertiser such dynamic dominance for his advertising money!

EASY! FUN! NOTHING TO BUY! EVERYTHING TO ENJOY! 103 PRIZES IN ALL!

• 6 happy days in Bermuda with round trip airplane transportation between New York and Bermuda • round trip transfers in Bermuda between airport and hotel • room for two with private bath at the Castle Harbor Hotel for 6 nights • use of private beach and swimming pool facilities at hotel • breakfast and dinner daily • sightseeing excursion • Not included personal items, tips and Bermuda head tax (payable in Bermuda) of $2.85.

2nd Prize: $150. 3rd Prize: $75.

100 ADDITIONAL AWARDS FOR MERITORIOUS ENTRIES.

Contest open to the personnel of advertising agencies and their clients, except the Cowles Co. and their agencies.

PRIZE WINNERS WILL BE ANNOUNCED IN THE JUNE 17TH ISSUE OF THIS MAGAZINE.

WHTN-TV CONTEST

JUST FOLLOW THESE EASY RULES

Fill in and Mail Today!

1 In space provided on this entry blank, print plainly your suggested slogan for Station WHTN-TV.
2. Entries must be postmarked not later than midnight, May 15, 1957.
3. Slogans will be judged on basis of originality, uniqueness, and aptness. Contest will be judged by Mr. Norman Glenn, publisher of SPONSOR, Mr. Robert Hutton of the Edward Petry Company, Mr. S. T. Paul, publisher of TELEVISION AGE, and Mr. Sol Taishoff, publisher of BROADCASTING • TELECASTING.
4. Contest subject to all Federal, State and local regulations. Winners will be notified by mail.

SUGGESTED SLOGAN FOR STATION WHTN-TV:

....

....

....

Print your name, age and address below.
Cut this coupon and mail to:

STATION WHTN-TV SLOGAN CONTEST
625 Fourth Avenue, Huntington 8, W. Va.

your name.. your age.....
your position.............................. your firm................
your home address...
city.......................... zone........ state...............

IOWA STATE BANK
AMERICAN MUTUAL LIFE
Mobilgas

One Stands Out In
Des Moines, Iowa

...and for more reasons than the spectacular
LIGHTED TOWER

HIGH RATINGS AGAIN & AGAIN!!

NEW A. R. B. REPORT SHOWS
KRNT-TV WITH

19 OUT OF TOP 20

315 FIRSTS OUT OF 474
QUARTER-HOURS, NEWS
RATINGS UP TO 46.6

KRNT TV

KATZ HAS THE FACTS ON
THIS COWLES OPERATION

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KRLD-TV
leads 1-2-3

ONE

KRLD-TV

CONSISTENTLY PRESENTS ALL OR NEARLY ALL OF THE TOP 15 ONCE-A-WEEK SHOWS IN THE DALLAS METROPOLITAN AREA.

LATEST PUBLISHED PULSE REPORTS

TWO

KRLD-TV

DOMINATES THE COMBINED TV AUDIENCES OF DALLAS AND FORT WORTH METROPOLITAN AREAS

LATEST PUBLISHED PULSE REPORTS

THREE

KRLD-TV

COVERS MORE AREA THAN ANY OTHER TV STATION IN TEXAS

FROM DATA BY LOHNES & CULVER, WASHINGTON, D.C.

KRLD-TV, Channel 4, telecasting with maximum power from atop Texas' tallest tower is the television service of The Dallas Times Herald, owners and operators of KRLD Radio, the only 50,000 watt full-time radio station in Dallas-Fort Worth. The Branham Company, national representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

HERALD SQUARE, DALLAS 2

CBS

KRLD-TV

CBS TV FOR DALLAS-FT. WORTH

*the biggest buy
in the biggest market
in the biggest state*

closed circuit®

MOVING DAY? Modified Craven Plan, which would delete FCC's table of television assignments, could open way for 18-20 "move-ins" (as distinguished from drop-ins) in top 100 markets, without deviating from existing allocations standards or mileage tables, according to analysis made by competent authorities. Even with drastic changes made in plan, now in "rule-making" phase, [B•T, April 29] these authorities state that many corners could be cut in providing additional services which would make possible three-network competition in possibly 85-90 of first 100 markets.

B•T

TWO-STATION vhf markets which could acquire third vhf through "move-ins" from other "anchored" assignments (several of which already are proposed under rule-making now pending) thus providing ABC-TV with new primary affiliations are: Birmingham, Ala.; Oklahoma City; Altoona, Pa.; Rock Island-Quad Cities; Green Bay; Charleston, S. C.*; Jackson, Miss.; Duluth-Superior*; Springfield, Mo.; Kalamazoo, Mich.; Louisville*; New Orleans*; Norfolk*; Shreveport; Knoxville; Asheville, N. C.; Jacksonville or Tampa-St. Petersburg; Orlando; Mobile; Beaumont; Quincy-Hannibal. (*Now proposed.)*

B•T

NOBODY ASKED • Chairman Warren G. Magnuson (D-Wash.) of Senate Commerce Committee, thinks White House breached understanding with Congressional committees when it notified him last week of impending nomination to FCC of Edward K. Mills Jr., deputy administrator of General Services Administration (story page 70). Sen. Magnuson thought White House should have asked committee first, in accord with understanding to check all nominations which require Senate confirmation.

B•T

ANOTHER powerful Senate Commerce Committee member, Sen. John W. Bricker (R-Ohio), also was miffed that White House didn't sound him out on Mills selection. Neither Sen. Magnuson nor Sen. Bricker was opposed to choice, but both felt common courtesy due chairman and ranking Republican member of Commerce Committee dictated private clearance with them before White House sent notice of its intentions.

B•T

TWO SHINGLES • Chairman George C. McConnaughey, when he leaves FCC June 30, will practice law, both in Washington and in his native Columbus. Educated guess is that Washington firm will be "McConnaughey & L'Heureux", latter being Robert D. l'Heureux, now administrative assistant to McConnaughey handling legislative liaison and former Republican counsel of Senate Commerce Committee. Columbus firm will be "McConnaughey & McConnaughey", comprising chairman and his elder son, George C. Jr., now in practice there.

B•T

REASON FCC Chairman McConnaughey is not resigning prior to end of term June 30 is practical one. If he quit before term was ended, he would be precluded from practicing before FCC for one year under existing regulations. This restriction, however, does not apply in cases where Commissioner's term expires.

B•T

GOODBYE, HOLLYWOOD • In internal realignment, NBC Radio is planning to consolidate all program originations in New York. Shows now coming from Hollywood—six, all transcribed—will continue to be produced there but will be delivered to New York for feeding. NBC pro-rates "allocated costs" of West Coast operations (rents, facilities, etc.) between its radio and tv networks. By transferring originations to New York, radio network figures to reduce its share of "allocated costs." For same reason, West Coast radio recording operation, now under radio network domain, will transfer to NBC Facilities Department which functions for both radio and tv. Some Hollywood employes may be relocated as result of changes and some may be let go, but "not many" in either case, according to network authorities.

B•T

WITH prime evening time on all three networks getting scarcer and scarcer, more advertisers are beginning to move toward sponsorship of spectacular type special shows rather than regularly scheduled series. Among those actively looking now for spectaculars are Armour & Co. through N. W. Ayer & Son, John Hancock Life Insurance Co. through McCann-Erickson, and Texas Co. through Cunningham & Walsh.

B•T

BALTIMORE DEAL • Acquisition of ch. 13 WAAM (TV) Baltimore, by Westinghouse Broadcasting Co. reportedly in final stages of negotiation last weekend, with prospect of consummation sometime this week. Price understood to be in area of $4-4.5 million. Don McGannon, WBC president, has been negotiating directly with Ben Cohen, president of Baltimore entity. Talks have been in progress for some 60 days, it's understood, with secondary aspects remaining to be agreed upon.

B•T

PURCHASE of WAAM would give Westinghouse its fifth and last permissible vhf outlet. Parent Westinghouse Electric Co. maintains electronic and air wing plants in greater Baltimore area and long has been interested in broadcast facilities in that market. WAAM began operation in 1948 and has Class A one-hour rate of $1,100, minute spot of $200, ID of $100 and is ABC affiliated.

B•T

REPLY IN KIND • Doesn't matter whether FCC has personal meeting with him or not, Rep. Oren Harris (D-Ark.), chairman of House Commerce Committee, still expects written reply to questions on pay tv he raised in letter to Commission two weeks ago [B•T, April 29]. Commissioners still trying to arrange meeting, but conflicts indicate none will occur until FCC replies to his letter. Meanwhile FCC plans no action on pay tv.

B•T

REFUSAL last week of FCC to authorize CBS-TV to begin operation of new ch. 11 KMOX-TV St. Louis under Special Temporary Authorization expected to delay inauguration of new service until about year-end. FCC rejected request pursuant to new policy against issuance of Special Temporary Authorizations.

B•T

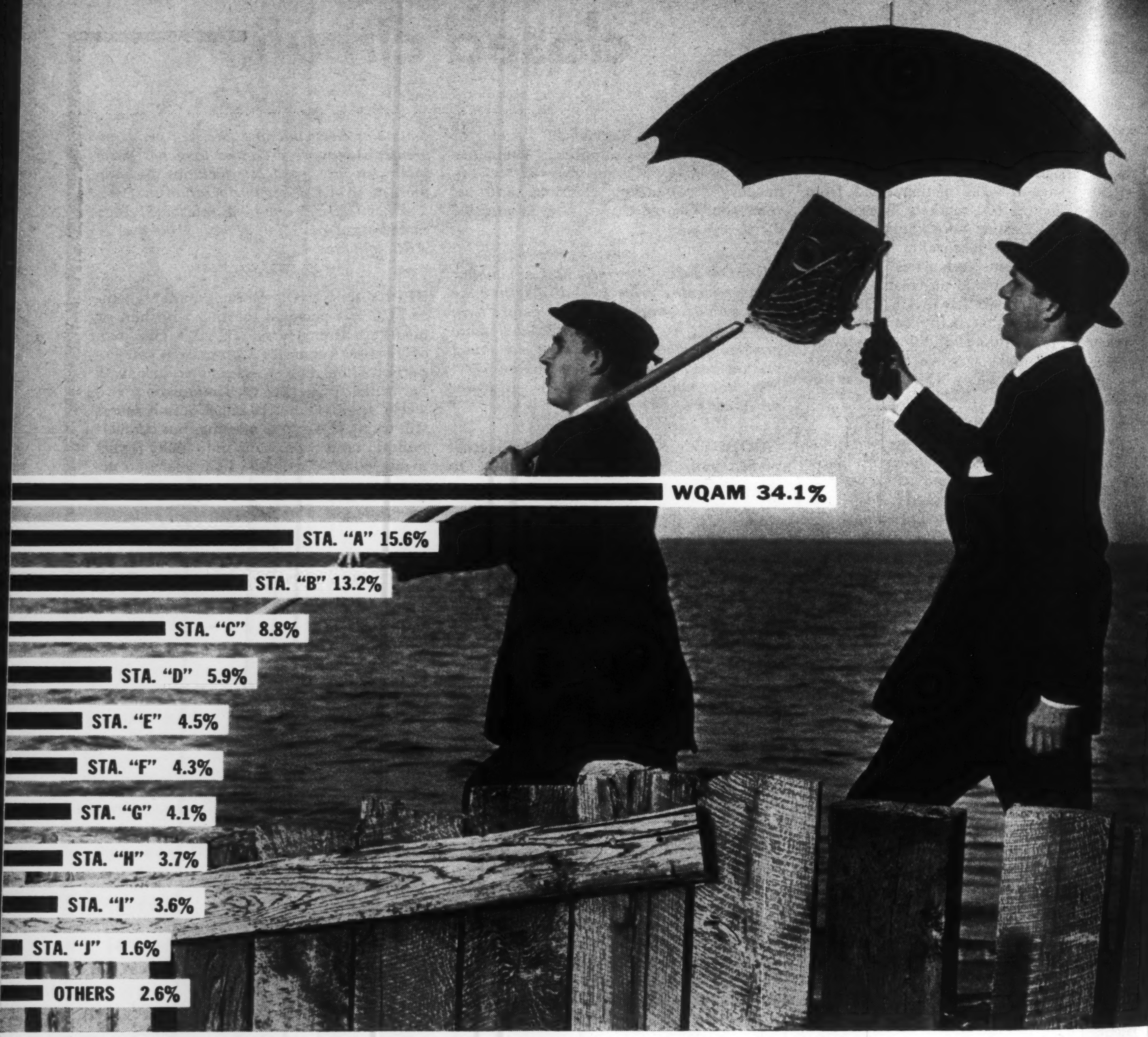
TOGETHERNESS • Tall tower applicants may find going little rougher at Airspace Panel sessions from now on. Seems headquarters group in Washington—disturbed about large number of split votes in regional panels on all matters—recently advised regional offices that more decisions ought to be unanimous. That means broadcasters will have to convince more than bare panel majority from now on or run into greater delay while panel members strive for unanimity.

B•T

INFORMAL opposition to transfer of ch. 12 (now occupied by KFRE-TV) from Fresno to Santa Barbara has been expressed by Mexican communications authorities to American Embassy officials in Mexico City, it was learned last week. Contention is that because of over-water haul from Santa Barbara, station would interfere with Mexico's use of ch. 12 at Tijuana, Lower California. KFRE-TV, operating since last May and CBS affiliated, has vigorously protested move which would deintermix market.

B•T

NBC LIGHTS FUSE • Taking cue from advertisers who have run radio test campaigns, conducted their own sales effectiveness studies and then followed up with substantial expenditures in radio, NBC Radio is getting ready to announce its own plan for sales effectiveness appraisal. NBC officials predict it will be "a bombshell in radio research."



Another Hooper run-away report from Miami:*

WQAM nets more than twice the daytime audience of the runner-up station

ALL 3 AGREE: first it was Hooper . . . then Trendex . . .

Now PULSE shows WQAM in FIRST PLACE

Mon.-Fri., 6 a.m. to midnight, Feb.-March, 1957

Send for a Blair man . . . or call WQAM General Manager Jack Sandler

*7 a.m.-6 p.m., Mon.-Sat., March-April, 1957

WQAM

Serving all of Southern Florida with 5,000 watts on 560

MIAMI

The Storz Stations

Today's Radio for Today's Selling

TODD STORZ,
President

WDGY
Minneapolis-St. Paul

WHB
Kansas City

WQAM
Miami

Represented by John Blair & Co.

KOWH
Omaha

WTIX
New Orleans

Represented by Adam Young Inc.

at deadline

Appeals Court Ruling Supports FCC's Booster Jurisdiction

FCC's jurisdiction over unlicensed tv boosters was affirmed by U. S. Court of Appeals in Washington Friday, but court remanded Bridgeport, Wash., case because Commission also is required to provide for service. That is gist of unanimous three-court ruling, including concurring opinion by one judge.

Case involved unlicensed booster operated in mountain region of Washington, relaying on-channel Spokane vhf signals. Commission began proceedings to issue cease and desist order, but examiner upheld right of booster to operate since no interference proved, and public interest was served. Commission reversed examiner, said unlicensed station must cease operating. Case was argued in appeals court last June.

Decision, written by Circuit Judge John A. Danaher, declared that while Communications Act gives FCC control, it also calls for issuance of appropriate licenses so "all the people" can receive service. Since Bridgeport proceedings, FCC has established translator service, permitting low power, unattended repeater service on uhf bands. There are now about 50 translators authorized and about same number still in application form.

A legal point involving FCC's right to issue or withhold issuance of a cease and desist order was clarified by Judge Danaher. He ruled that FCC may withhold issuance of cease and desist order even though it finds violation to have taken place.

Joining Judge Danaher were Circuit Judges George T. Washington and Walter M. Bastian. Judge Washington wrote concurring views.

Two Strike Actions Authorized By AFTRA Hollywood Members

HOLLYWOOD membership of American Federation of Radio & Television Artists has authorized strike action against Los Angeles area stations in event negotiations fail to produce satisfactory new contract to replace one which expired Tuesday.

Board also was authorized to take strike action against phonograph recording companies in case of breakdown in negotiations now being carried on in New York.

PHILBRICK WASN'T DELICATE

WHERE international power politics is concerned, it pays to be politic: Ziv Television Programs reported Friday that Rediffusion Hong Kong Ltd., operator of commercial tv station in Hong Kong, bought ten programs to start on outlet last Wednesday. Included in group was anti-communist series, *I Led Three Lives.* Station operators realized that start of programs coincided with May Day, which was to be celebrated on nearby Communist China mainland. Considering situation "delicate," station officials asked Ziv Tv to substitute "something innocuous." Ziv Tv complied—and station programmed *Meet Corliss Archer* teen-age series on May Day.

Aiken Scores FCC Proposal To Take Ch. 6 From Schenectady

FCC's pending move of ch. 6 from Schenectady, N. Y., to Syracuse, N. Y.—proposed by Commission last February as part of its deintermixture plans for Albany-Schenectady-Troy area—has aroused opposition of Sen. George D. Aiken (R-Vt.).

Speaking to Senate, Sen. Aiken charged removal of vhf channel (now occupied by General Electric's WRGB [TV] Schenectady) would withdraw tv service from more than 120,000 people living in Vermont, New York and Massachusetts. Sen. Aiken also bared correspondence with FCC Chairman George C. McConnaughey, in which FCC chairman explained deintermixture proceedings, and also held out hope that there will be many uhf outlets activated.

Move of ch. 6 has already been protested by General Electric Co. and Montgomery County, N. Y., board of supervisors. As part of Schenectady-Syracuse switch, ch. 6 will be allocated to New Haven, Conn. (as substitute for WNHC-TV's ch. 8), and ch. 8 will be assigned to Providence-Fall River-New Bedford area.

Malco Theatres Files Bid For Oklahoma City Ch. 19

MALCO THEATRES Inc., which earlier in the week applied for uhf channels in Kansas City and Davenport, Iowa (see page 80), Friday asked for ch. 19 Oklahoma City. Application proposed 22.85 kw, antenna 359 ft. above average terrain (atop the downtown Skirvin Tower Hotel). Construction costs estimated at $135,647 with $140,000 estimated for first year operation expense.

Ch. 19 Oklahoma City formerly held by KMPT (TV), which was on air for approximately one year but returned cp in 1955. Malco also has application pending for ch. 40 Columbus, Ohio.

Application for ch. 3 Lafayette, Ind., also filed Friday by consulting engineers Dawkins Espy and Thomas B. Friedman. They asked for 0.94 kw, antenna 131 ft. above average terrain and estimated construction costs at $72,486 with $105,000 for first year operation. Mr. Espy owns 25% of KAIR Tucson, Ariz., and Mr. Friedman has served as chief engineer for several radio and tv stations. Both partners live in California.

Burke Dowling Adams Gets S-P

APPOINTMENT of Burke Dowling Adams, Atlanta, New York and Montclair, N. J., as agency for Studebaker-Packard made official Friday by Harold E. Churchill, president of Studebaker-Packard Corp. Agency will handle budget, reportedly near $5 million, for S-P line and for Mercedes-Benz automobiles to be distributed in U.S. by S-P in agreement with Curtiss-Wright (story page 56).

Mankato-Brainerd Shift Asked

KNUJ New Ulm, Minn., Friday asked FCC to shift ch. 12 from Mankato, Minn., to Brainerd, Minn. Petitioner pointed out that there are no applications pending for channel in Mankato and that it will apply for ch. 12 if shifted to Brainerd.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 31.

WAXING WESTWARD • Continental Industries (Gripkote wax), Brazil, Ind., currently in Miami, Tampa, Orlando and Dallas, making plans for west coast invasion this fall using eight-week radio-tv saturation spot campaign in unspecified number of markets. Product Services Inc., N. Y., is agency.

SUNTAN LOTION DRIVE • Revlon Products and Shulton Inc. lining up suntan lotion campaigns with Revlon's Sunbath set for seven-week campaign in 30 markets starting last week in May and Shulton's Bronz-Tan going into 20 markets with four-week campaign May 24. Shulton also has bought strip of two-week availabilities in those markets for October and December which will probably be used for Old Spice line. Revlon campaign being placed by Dowd, Redfield & Johnstone and Shulton's through Wesley Assoc., both N. Y.

CLEAN SWEEP • American Tobacco Co. (Pall Mall cigarettes), N. Y., after eight years of sponsoring *The Big Story* on NBC-TV (Fri., 9:30-10 p.m.), will drop it and is looking for another show. Advertiser will stay on NBC-TV Friday nights moving up to 9-9:30 slot, while relinquishing other time to Campbell Soup Co. Pall Mall also will drop alternate-week sponsorship of *Navy Log* on ABC-TV (Wed., 8:30-9 p.m.) and is looking for another time segment and show. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

READY TO BUY 'KANE' • P. Lorillard Co., N. Y., on verge of signing large regional transaction with Ziv Television Programs to sponsor *New Adventures of Martin Kane* in more than 50 markets to promote its new package design for Old Gold cigarettes. Company additionally is planning radio-tv spot campaign for Old Gold. Agency is Lennen & Newell, N. Y.

LOVABLE CAMPAIGN • With Lovable Brassiere Co. ready to spend over $400,000, its agency, Dowd, Redfield & Johnstone, New York, scouting for participations in local women's tv programs in New York, Boston, Chicago, Miami, St. Louis, Washington, San Francisco and Los Angeles.

CANINE CAMPAIGN • Also keen on women's programming is Corn Products Refining Co.'s Kasco dog food which today (Monday) launches seven-week daytime radio-tv spot campaign on 75 stations in 65 markets. Agency is Donahue & Coe, N. Y.

PROGRAM, PLEASE • Bulova Watch Co., New York, which drops *Jackie Gleason Show* on CBS-TV at end of this season, is still in market for another program on any network. If it fails to get program and time period it wants, advertiser may turn to spectaculars in addition to time signals in spot radio and television. McCann-Erickson, N. Y., is agency.

Continues on page 9

your advertising becomes a family matter . . . on the Meredith Stations

. . . and in the 4 key markets of Syracuse, Omaha, Kansas City and Phoenix this combination assures sales growth for advertisers. Combined dollar volume of Metropolitan County Retail Sales alone approximates $3,000,000,000.00* The station managers will be happy to give you complete information.

DOLLAR VOLUME OF METROPOLITAN COUNTY AREAS

Estimates, 1955, for TOTAL RETAIL SALES

Area and State	Rank In Group	Total Retail Sales	Percent
Total for United States (260 Markets)		$132,669,192,000	100.000%
Kansas City, Missouri....	15	1,360,225,000	1.025
Phoenix, Arizona............	51	525,567,000	.396
Omaha, Nebraska	55	502,402,000	.378
Syracuse, New York	57	475,635,000	.358
Total four cities................		$2,863,829,000*	2.158%

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.-TV: Blair-TV

Meredith Stations Are Affiliated With Better Homes and Gardens and Successful Farming Magazines

at deadline

Another Five Sales Brewing For ABC-TV Fall Lineup

AT PACE it was going last week, ABC-TV seemed apt to approach mop-up stage in fall evening time sales in near future. Biggest deal hanging fire was possible 90-minute sale (Sun., 7:30-9 p.m.) to Kaiser Aluminum (although Kaiser, through Young & Rubicam, also was considering hour-long show on CBS-TV but had no assurance CBS-TV could find spot for it). ABC-TV meanwhile is announcing today (Monday) that it has sold *Real McCoys* to Sylvania Electric Products for 8:30-9 p.m. Thursdays, effective Oct. 3, and also is understood to have signed with Screen Gems for half-hour *Circus Boy*, which has been on NBC-TV, and to have sold half to Mars Inc. (candy) for 7:30-8 p.m. Thursdays starting Sept. 19. In addition, U. S. Rubber was reported to be considering full sponsorship of *Navy Log* in period to be determined, Reynolds Tobacco was said to be thinking of early Monday evening half-hour for program to be determined, and Revlon Products was considering sponsorship of Walter Winchell at either 9-9:30 Mondays or 10-10:30 Thursdays. Agencies: Knox-Reeves, Minneapolis, for Mars; J. Walter Thompson, New York, for Sylvania; Fletcher D. Richards, New York, for U. S. Rubber; William Esty Co., New York, for Reynolds, and BBDO, New York, for Revlon.

Lebanon, Pa., Uhf on Again Following Transfer Approval

WLBR-TV Lebanon, Pa., ch. 15, dark since 1954, resumed operating Thursday night, following final FCC decision affirming its transfer to Triangle Publications Inc. (WFIL-*Philadelphia Inquirer*) (see early story, page 76). Triangle bought station for $115,000 and transfer was approved by FCC in 1955, but approval stayed after protests by Harrisburg outlets.

Named general manager of Lebanon station was Frank B. (Bud) Palmer. Mr. Palmer was general manager of ch. 35, WSEE (TV) Erie, Pa., for past three years. M. Leonard Savage, formerly chief engineer of WLBR, named operations manager. Station will operate 3-11 p.m., weekdays, 3-10 p.m., Saturdays-Sundays.

For next two or three weeks, until station fully staffed, majority of programming will be film, including feature film libraries of RKO, Twentieth Century-Fox, Warner Bros. and MGM. Planned are number of local daily programs in cooperation with community educational and civic organizations, farm groups, religious segments and news coverage.

Meanwhile, WHP-TV Harrisburg filed petition Friday with FCC asking that authority to begin operating be stayed. Harrisburg outlet raised questions regarding WLBR-TV beginning operation within hours after FCC final decision on transfer.

Dist. 2 Nominations Sought

NOMINATING forms to fill District 2 (N. Y., N. J.) vacancy on NARTB Radio Board were mailed to radio members Friday, returnable May 9. Mail balloting on nominees will be closed May 31. Election is due to resignation of Robert B. Hanna, WGY Schenectady, who was transferred to another division of General Electric Co. and no longer eligible to hold directorship.

Visual Ads Haven't Established Auto Identification—Hardesty

DESPITE heavy use, visual advertising by car makers "has fallen far short of establishing brand identification, even among car owners," John F. Hardesty, vice president and general manager of Radio Advertising Bureau, told Detroit Adcraft Club Friday.

He said five-brand study showed that, on average, only 50% of all car-owners interviewed could correctly identify a brand after viewing it in profile in enlarged color photograph. Chevrolet registered highest with 66% identification, he said, while Mercury was lowest with 37%. Oldsmobile had 64%, Dodge 43%, and Nash 42%. Among non-owners, he said, identification was "much lower."

"In today's look-alike and highly competitive automobile market," Mr. Hardesty said, "these research results definitely point out the fallacy of the claim of many manufacturers that 'a picture is a necessity' . . . as a matter of fact, the successful use of radio by automobile dealers throughout the country has proven that the most effective car picture that can be implanted is the mental image which radio creates in the minds of buyers."

NBC, B&E in New Pact

BARRY & ENRIGHT Productions, New York, and NBC have signed new agreement, Manie Sacks, vice president, television network programming of NBC, announced Friday. Agreement provides NBC with radio and television services of package firm, which produces network's *Twenty-One* and *Tic Tac Dough*. Both shows will continue to be produced for NBC by package firm. In addition, Barry & Enright will create and produce other programs for NBC, Mr. Sacks said.

WSAB Re-elects Higgins

LEONARD H. HIGGINS, KTNT (TV) Tacoma, re-elected president of Washington State Assn. of Broadcasters Friday at Seattle meeting. Other officers elected were James W. Wallace, KPQ Wenatchee, vice president; Allen Miller, KWSC Pullman, secretary-treasurer. Directors elected were Thomas C. Bostic, KIMA Yakima; Richard O. Dunning, KHQ Spokane; W. W. Warren, KOMO Seattle; Robert E. Pollock, KAYO Seattle; Dean Nichols, KOMW Omak; Joe Kendall, KXLE Ellensburg; Joy Chytil, KELA Centralia, and J. Elroy McCaw, KTVW (TV) Seattle.

WAAF Names Forjoe

WAAF Chicago Friday announced appointment of Forjoe & Co. as national sales representative.

UPCOMING

May 5-11: National Radio Week.

May 6-8: Annual meeting, Assn. of Canadian Advertisers, Royal York Hotel, Toronto, Ont.

May 7-9: Annual convention, Alpha Epsilon Rho, Deshler-Hilton Hotel, Columbus, Ohio.

May 11: United Press Broadcasters of Connecticut, Sun Valley Acres, Meriden, Conn.

May 13-15: Aeronautical and Navigational Electronics National Conference, Dayton, Ohio.

For other Upcomings see page 111

PEOPLE

BRUCE MAYER, formerly of WWJ-AM-TV, Detroit, joins Chicago tv sales staff of Edward Petry & Co.

Vermont Federation Opposes All Forms of Subscription Tv

VERMONT Senators and Representatives in Congress were notified Friday that Vermont Federation of Women's Clubs is opposed to any form of pay tv that would blank out channels used for existing video service. Legislators were asked to support anti-pay tv legislation.

Action was taken when state group instructed its delegates to General Federation of Women's Clubs to support national resolution opposing fee service. State group adopted resolution declaring "no charge, direct or indirect from any source whatsoever, should be imposed on the general public for the privilege of viewing tv programs on sets located in the home. Donald N. Martin, assistant to NARTB president, told Vermont group that pay tv would draw "gilded screen" across American tv set.

Japanese Advertising on Rise

ADVERTISING expenditure in Japan for 1956—50 times that spent in 1947—has touched one percent of national income, representatives of Dentsu Adv. Ltd., Tokyo, revealed Friday at IAA convention in New York (earlier story, page 31). Radio expenditures were $36.1 million and tv expenditures $5.5 million as compared to 1953 when radio billed $12.5 million and tv $277,000. Report was noted as "all the more spectacular" because commodity price index fluctuated widely during Japanese inflation few years ago. Opportunities were noted by Dentsu representatives as "great" for U. S. advertisers wanting to crack Japanese market. (In U. S., percentage of ad expenses to national income is 2.8%; Great Britain: 1.8%).

AAP Sells in Seven Markets

NEW SALES for features and cartoons in seven markets reported Friday by Associated Artists Productions, New York. Popeye cartoons went to WTVO (TV) Rockford, Ill.; KWK-TV St. Louis and WHO-TV Des Moines. Warner Bros. features were sold to KWK-TV; WOC-TV Davenport, Iowa, and KCRG-TV Cedar Rapids, Iowa. Warner cartoons went to WHO-TV; WSBT-TV South Bend, Ind., and KMTV (TV) Omaha.

• BUSINESS BRIEFLY

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KNOMARK MASQUERADERS • Knomark Mfg. Co. (Esquire shoe polish), Brooklyn, N. Y., succeeding Park & Tilford's Tintex as alternate-week sponsor of NBC-TV *Masquerade Party* (Wed., 8-8:30 p.m. EDT) effective May 29. Knomark formerly sponsored program on ABC-TV last year, dropped it to pick up *Caesar's Hour*. Both Esquire and Tintex serviced by Emil Mogul Co.

TIME FOR TEA • With Tea Council of U.S.A.'s 1957 ad budget hypoed 80%, with good amount of $1.8 million broadcast allocation going to radio, Leo Burnett Co., Chicago, is placing stepped-up ice tea promotion on approximately 75 stations in 29 markets in 3-6:30 p.m. time slot starting May 20.

MORE SPOTS FOR LUCKIES • American Tobacco Co. (Lucky Strike cigarettes), N. Y, which is now completing radio spot campaign, reportedly considering another major radio spot schedule starting in August in nearly 150 markets. BBDO, N. Y., is agency.

the week in brief

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TELECASTING

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*Reg. U. S. Patent Office

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Where TV means TELLAVALLEY

The Fox River Valley from Green Bay to Fond du Lac *Alone* is a better market than many well-publicized TV stations have to offer.

One of America's best known industrial concentrations . . . 75 miles of mills and manufactories . . . several are the largest in the world in their field . . . many FRV products are household words, everywhere!

These industries give stability and permanence to this extraordinary market . . . and their many thousand employes earn more, save more, build more and buy more than state and national average.

This is the Wonderful Fox River Valley's SELLEVISION STATION!

CHANNEL 5

BUT! . . . WFRV-TV DELIVERS THESE CONTIGUOUS WISCONSIN MARKETS EQUALLY AS WELL.

1. Marinette and Menominee and the North of Green Bay Market extending far into Michigan.
2. The Rich Agricultural Counties south of the Valley right to Milwaukee County.
3. The Sheboygan, Manitowoc, Industrial Lake Shore Market.

WFRV-TV

ABC-CBS, CHANNEL 5
Green Bay, Wisconsin

The big station serving this big and prosperous multi-market area.

One-Third of the Population of Wisconsin. 357,340 TV Homes.

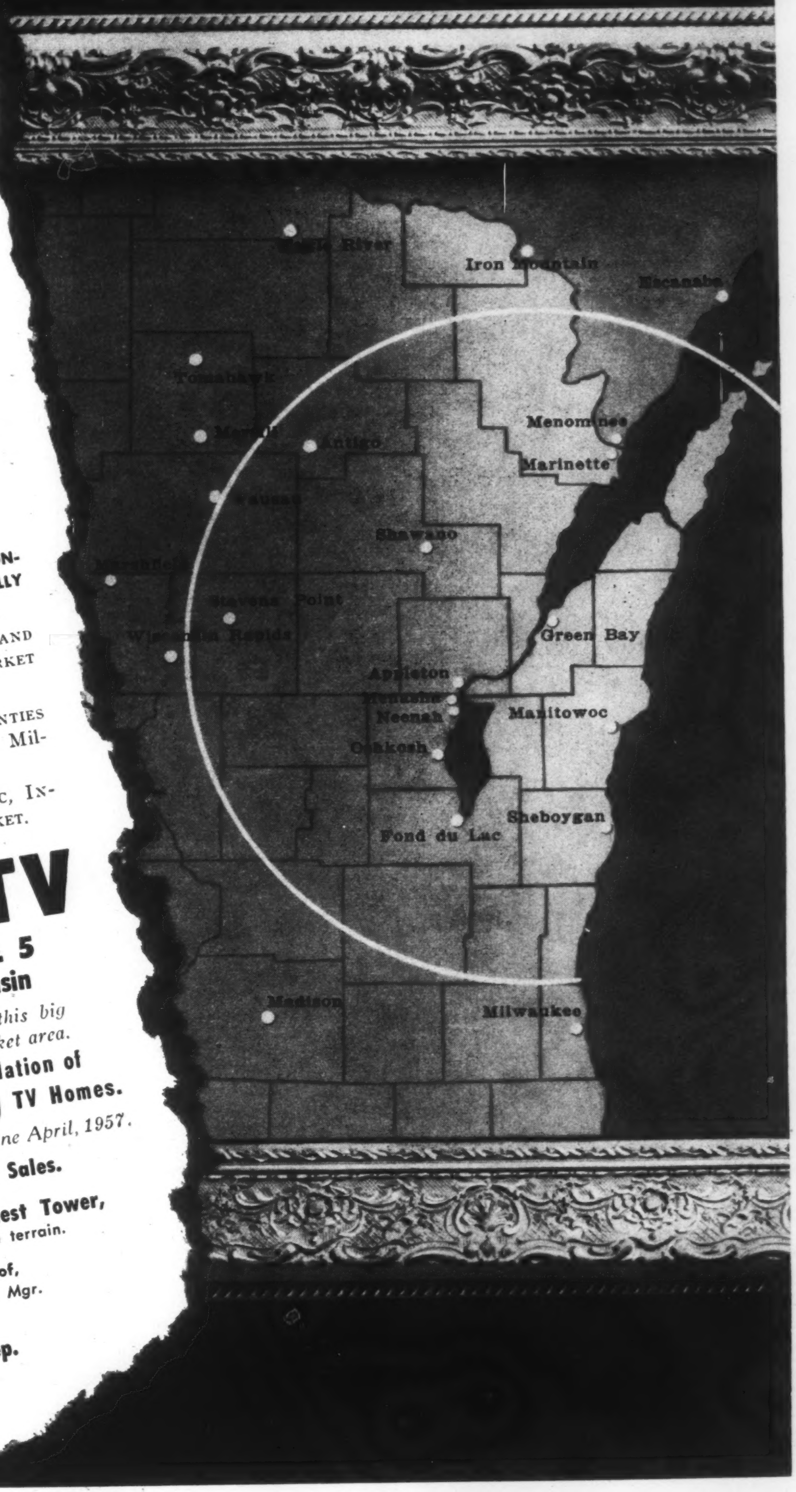
Authority: Television Magazine April, 1957.

A Billion Dollars Retail Sales.

Maximum Power. Highest Tower,
1165 ft. above average terrain.

Soren H. Munkhof,
Exec. V.P. & Gen. Mgr.

HEADLEY-REED TV Rep.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Escanaba
Tomahawk
Merrill
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Marinette
Shawano
Marshfield
Stevens Point
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Green Bay
Appleton
Menasha
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Manitowoc
Oshkosh
Sheboygan
Fond du Lac
Madison
Milwaukee

IF YOU HAD A MILLION

(THE MILLIONAIRE)

SOLD in the past 6 days on **WCBS-TV,** New York
SOLD in the past 6 days to **WGN-TV,** Chicago
SOLD in the past 6 days to **WFAA-TV,** Dallas
SOLD in the past 6 days to **KTLA,** Los Angeles
SOLD in the past 6 days to **CKLW-TV,** Detroit-Windsor
SOLD in the past 6 days to **KHQ-TV,** Spokane
SOLD in the past 6 days to **KLFY-TV,** Lafayette, La.
SOLD in 8 Southern markets
to **BLUE PLATE FOODS,** New Orleans

Flash! Million-dollar March Nielsen of **38.0** just scored by the first runs of THE MILLIONAIRE . . . 51.3% share of audience! *2nd highest rating of any drama series on television!*

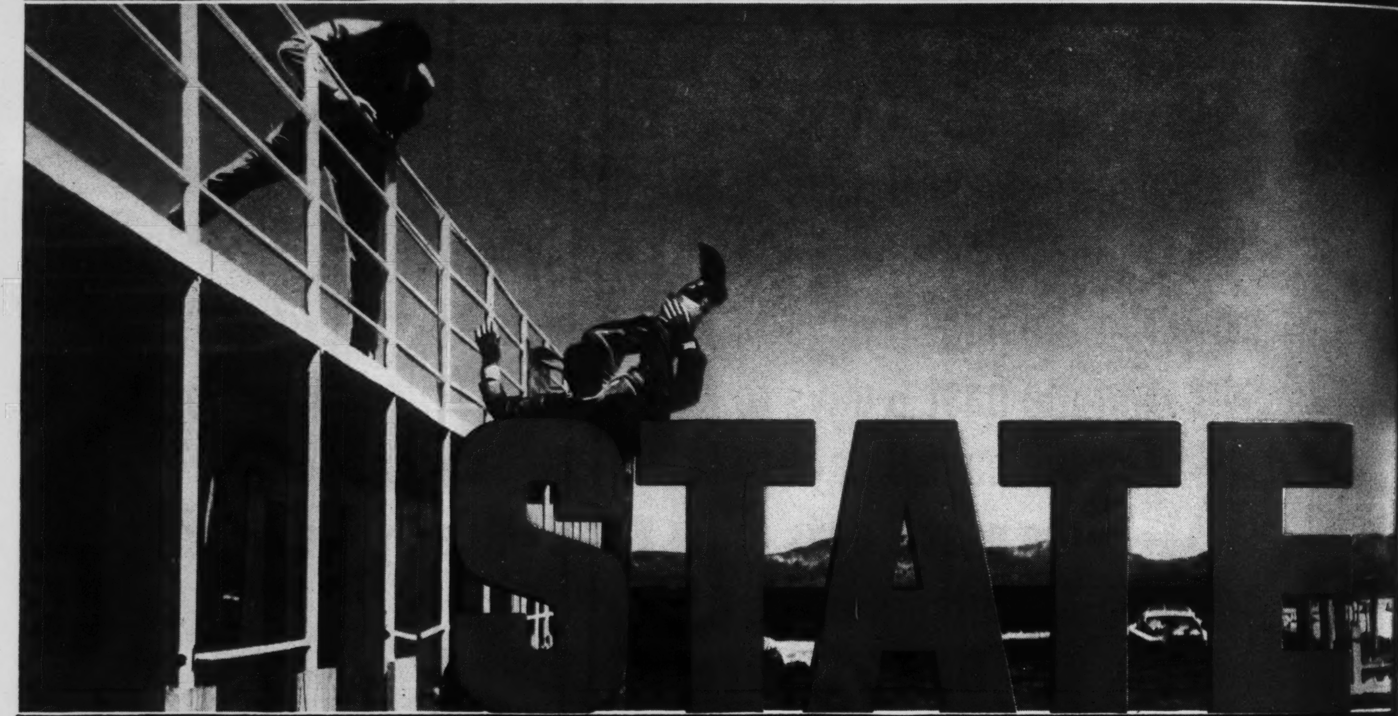
You'll feel like a million when *you* knock off the biggest ratings in your market with IF YOU HAD A MILLION – the "money" show of the season. Call your MCA TV representative today!

MCA TV
FILM SYNDICATION

A DON FEDDERSON PRODUCTION OF 39 HALF-HOUR FILM HITS
IMMEDIATELY AVAILABLE TO REGIONAL AND LOCAL ADVERTISERS

NUMBER 1!

of all film adventure programs



NO. 1 NATIONALLY (PULSE—FEBRUARY) PLUS TOP OF THE TOP TEN FIRST RATINGS IN EVERY MARKET!

Look at these first ratings and audience shares! (*ARB—Jan. Feb. Mar.*)

#1 in CHICAGO	**22.4**	**38% share**	**#1 in ST. LOUIS**	**37.1**	**75% share**
#2 in MINNEAPOLIS	**17.5**	**35% share**	**#1 in PEORIA**	**38.0**	**70% share**
#2 in JACKSONVILLE	**41.3**	**74% share**	**#2 in SAN ANTONIO**	**31.0**	**58% share**
#1 in CHICO	**57.3**	**88% share**	**#4 in BAKERSFIELD**	**35.2**	**67% share**
#5 in ATLANTA	**20.5**	**54% share**	**#7 in OMAHA**	**23.1**	**42% share**
#5 in LOS ANGELES	**16.9**	**19% share**	**#3 in SCRANTON**	**19.3**	**49% share**
#2 in HARRISBURG	**23.3**	**54% share**	**#4 in TULSA**	**20.7**	**48% share**
#3 in STOCKTON	**22.3**	**49% share**	**#8 in BOSTON**	**21.5**	**60% share**
#6 in CORPUS CHRISTI	**31.9**	**45% share**	**#2 in MEMPHIS**	**26.3**	**44% share**
#2 in ALBUQUERQUE	**28.9**	**61% share**			

ROD CAMERON stars in 39 roaring-with-action half-hour adventures set against the breath-taking Nevada backdrop . . . Las Vegas, Virginia City, Boulder Dam, Reno, Lake Tahoe, Mojave Desert. Produced by REVUE PRODUCTIONS.

TROOPER

ALREADY SOLD IN 181 MARKETS

to these important regional buyers: *Reynolds Tobacco Company, Lipton Tea, Falstaff Brewing (72 markets), Kroger Supermarkets, Coca-Cola, General Electric, Schlitz Beer, Hamm Brewing, Carling Brewing, Schmidt & Sons Brewers, National Biscuit Company, Prince Macaroni, RKO Teleradio, Sego Milk Products, Gold Bond Beer* . . . plus troops of local stations and advertisers!

Check MCA today – be "Top Ten" in your market tomorrow!

mca tv

Write, wire, phone your MCA TV Film Representative
598 Madison Avenue, New York 22, N. Y.
(PLaza 9-7500) and principal cities everywhere

Outrates all syndicated shows!

STAGE 7

SAN FRANCISCO — highest rated syndicated program (22.7, Pulse, 2/57) outrating George Gobel, Gunsmoke, Zane Grey Theatre, Jackie Gleason, Lux Video Theatre, etc.

TWIN CITIES—highest rated syndicated program in Minneapolis-St. Paul (16.0, Pulse, 11/56) outrating Warner Brothers, Father Knows Best, West Point, etc.

Outrates all competition in Atlanta, Indianapolis, Portland, Oregon, etc.

Stage 7's a dramatic anthology which can do a fine-rating, fine-selling job in your market, as it is already doing in more than a hundred others. Better check Stage 7 for your market today. Write, wire or phone collect for availabilities.

tpa

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

THE KATE SMITH HOUR

KATE SMITH has brought that moon over the mountain for 26 years and it's become show business gospel that the hosting ability can keep any program from falling below a certain level. The one-hour musical-variety presentation April 28 typified this, with Miss Smith sparking a show replete with acts that ranged from excellent to disturbing.

A Benny Goodman jam session was a refreshing contrast to the rock 'n roll and calypso that currently saturates the airwaves. An appearance by the Billy Williams Quartet also vied for top honors.

But after this, the quality deteriorated. Molly Berg's lovable personality almost rescued her sequence, but the hackneyed theme appeared to be too much. A puzzler was Boris Karloff in an appearance to speak the words of "September Song" to an orchestra accompaniment. Ed Wynn may have stirred old fans of the Texaco Fire Chief with his gags and puns about his "inventions," but it appeared a bit flat. Edgar Bergen and Charlie McCarthy were there too. However, television's penetrating eye again revealed Mr. Bergen's failure to control mouth muscles in his ventriloquism. This distracting factor offset most of the palatable patter.

Production costs: Approximately $100,000.
Sponsored by Youngstown Kitchen Div. of American Radiator & Standard Sanitary Corp., through Grey Advertising, on Sun., April 28, 9-10 p.m., EDT.
Producer: Ted Collins.
Director: Greg Garrison.
Writer: Gordon Auchincloss.

THE MIKE WALLACE INTERVIEW

FROM last October when Mike Wallace became chief inquisitor on *Nightbeat*, a 11 p.m.-midnight item on WABD (TV) New York, numerous "celebrities" as well as prominent citizens ran a gauntlet of almost merciless cross-examination. It's apparent from here on in they have little to fear from Mr. Wallace but fear itself. The Mike Wallace who made his debut on ABC-TV the night of April 28 is a far cry from the questioner who made hat designer Mr. John wince when he brought up the topic of homosexuality during the WABD days.

Mr. Wallace may be as gallantly irreverent as ever, but the claws seem retracted if not manicured. When he was grinding out two interviews per night for four nights weekly in New York, the research was detailed fully and the hour ripe for "confessionals."

The first guest of the network series wasn't controversial; she was the faded ex-movie queen Gloria Swanson. Mr. Wallace, if he had run true to his former track record, would have been expected to take note of Miss Swanson's ill-fated film vehicle, a post-"Sunset Boulevard" comeback attempt; probe into her marriages, of which there were many, and take a plunge or two into a pool of other available material.

This Mike Wallace, who has done much to pave the way for a new art in tv interviewing, may be just as sharp off-camera as the old headline-maker, but we can be fairly sure he won't delve into the sexual proclivities of the "international set," nor have a Robert Harrison (publisher of *Confidential* magazine) stripping to his waist to show viewers his shotgun scars.

It's sad that Mr. Wallace's original program, a video version of *Confidential* with some of the pages torn out, got such wide notoriety to begin with; it's tragic that the hubbub catapulted the show onto a network, only then to be watered down.

Production costs: $22,500.
Sponsored by Philip Morris Inc., through N. W. Ayer & Son, on ABC-TV, Sunday, April 28, 10-10:30 p.m. EDT.
Producer: Ted Yates, Jr.; director: Jack Sameth; researcher: Al Ramrus.

CINDERELLA

LIKE comedian Ernie Kovacs, the ballet "Cinderella" can do without the spoken word. For both, the picture is paramount, and the sound system is used for something more beguiling than speech.

The Royal Ballet's account of the fairy tale, as choreographed by Frederick Ashton to music by Serge Prokofiev, was a fascinating addition to what is becoming a television album of fairy tales.

Choreographer Ashton fitted a world of soaring grace into the compact space dictated by television. One *pas de deux* by Cinderella Margot Fonteyn and Prince Michael Somes took no more than 12 feet. At other times the stage was filled with dancers. But the television eye view, compressed as it was, was in many ways more satisfactory than the long-range view of the theatre. Director Clark Jones, his cameraman and designers can take credit for this.

The skill of the Royal Ballet needs no restating. It scarcely ever seems to vary. Miss Fonteyn recreated the heroine in movements of beauty and incredible precision. Her fairy godmother, Julia Farron of swan-like neck and figure, was a memorable vision of delight. Mr. Ashton and his colleague, Kenneth MacMillan, played a hilarious pair of stepsisters, a pair not too proud to resort to slapstick. Alexander Grant was indispensable as the ebullient jester.

Sequences of "Cinderella" were reminiscent of some classic motion picture ballets. The transformation of the fairy godmother from an old woman, the woodland dances, the starry and snowy scenes all demonstrated once again how much ballet and the moving camera arts—whether on a cable or on film—have to give to each other.

Production costs: Approximately $250,000.
Sponsored by RCA-Whirlpool through Kenyon & Eckhardt, and John Hancock Life Insurance, through McCann-Erickson, and colorcast on NBC-TV, Monday, April 29, 8-9:30 p.m. EDT.
Executive producer: Mort Abrahams; associate producer: Leo Davis; director: Clark Jones; conductor: Robert Irving; settings: Otis Riggs; costumes: Jean-Denis Malcles; NBC costume supervisor: Robert Fletcher; production supervisor: Shelley Hull; assistant director: Dean Whitmore.
Royal Ballet appearance under S. Hurok's management. Ninette de Valois is director of Royal Ballet, Mr. Ashton associate director.

Radio Chicago

WJJD

Chicago's Busiest Radio Station!

Yes, **busy** . . . **busy** . . . **busy** . . . adding new advertisers, receiving renewals from old advertisers, and all because of its fabulously phenomenal new programming which has captured the listeners of Chicagoland. This 50,000 watt shocker can turn any client's cold cash register into a steam-heated one!

CONTRACT
WJJD

Keep your eye on these other Plough, Inc. Stations:

Radio Memphis	Radio Boston	Radio Baltimore
WMPS	**WCOP**	**WCAO**

REPRESENTED NATIONALLY BY **RADIO-TV REPRESENTATIVES, INC.**

CLEARWATER
Gulf of Mexico

New 1957 Sales Management Survey of Buying Power shows

TAMPA - ST. PETERSBURG ups market rankings!

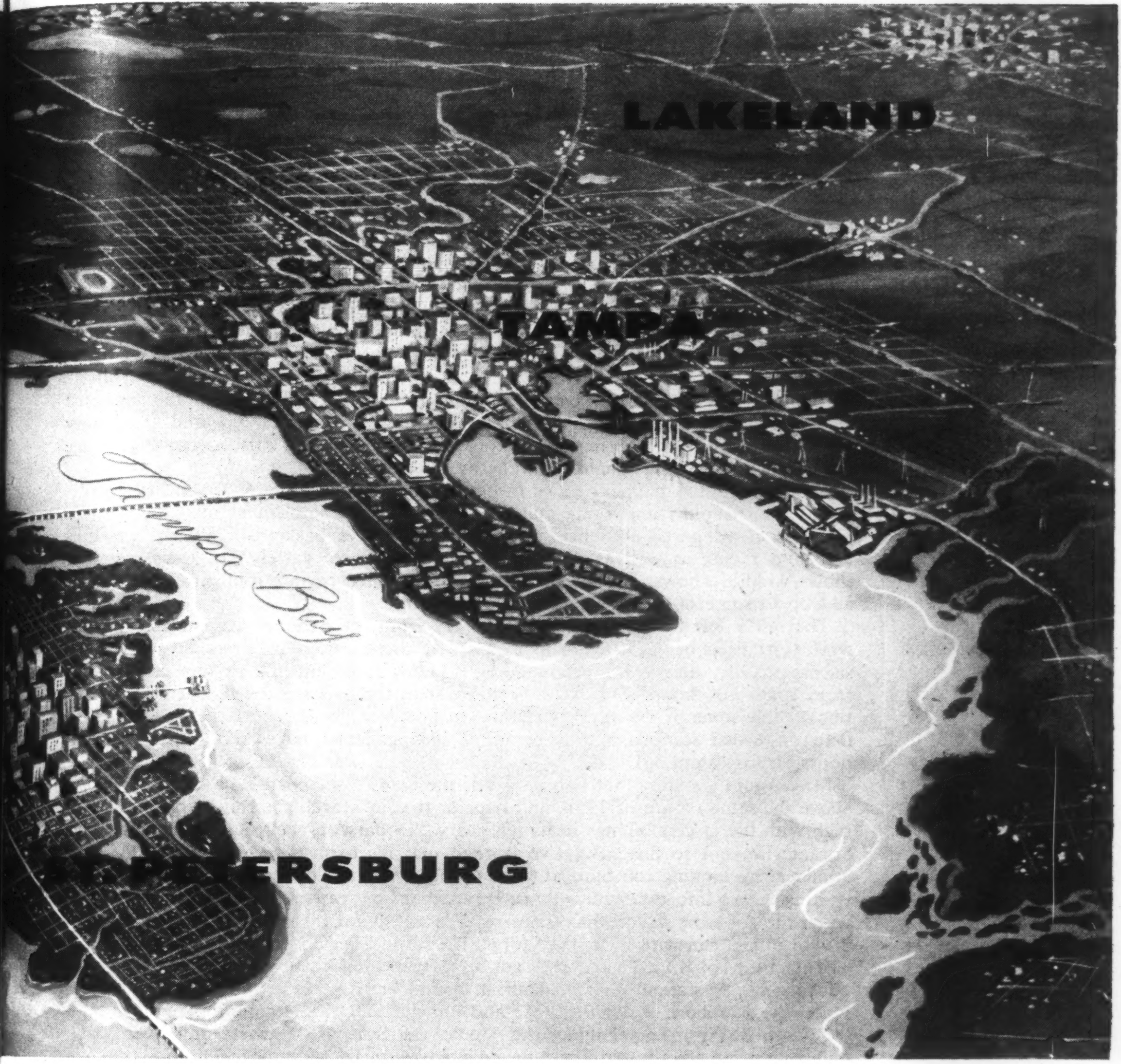
	1957	1956
Total Retail Sales	34	36
Food Store Sales	39	44
Automotive Sales	29	34
General Merchandise Sales	33	37

WTVT

DOMINATE Tampa-St. Petersburg, tw

YOU GET HIGHEST AUDIENCE ON WTVT!

ARB, February 1957, shows 31 out of the 50 top-rated shows in Tampa-St. Petersburg are on WTVT, your number one buy in the South's fastest-growing metropolitan market!


LAKELAND
TAMPA
Tampa Bay
ERSBURG

WTVT's maximum-power VHF signal delivers bonus coverage of 239 prospering communities!

g, twin cities of the south—

VT!

ated

nber

ket!

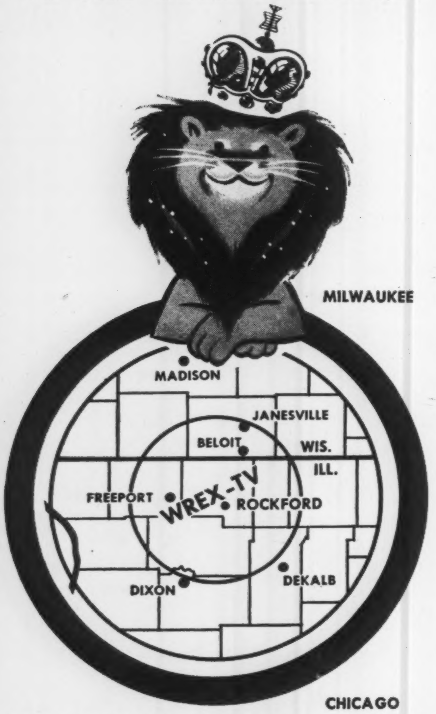
WTVT

CBS Channel 13

Represented
by the
Katz
Agency

The WKY Television System, Inc. . . . WKY-TV and WKY Oklahoma City • WSFA-TV Montgomery

WITHOUT A "PEER"
in the Rockford Area!



IN THIS $ BILLION-PLUS SALES EMPIRE WREX-TV IS THE KING SALESMAN

The Rockford TV Area — Illinois' 1st market outside Chicago — is 400,195 families strong, with $2,357,080,000 income. It embraces rich farm counties whose cities house industrial giants like General Motors, Fairbanks-Morse, Parker Pen, Burgess Battery, Sundstrand . . . and show sales indexes like Rockford's 158, Beloit's 151, Janesville's 153, DeKalb's 184, Freeport's 176, Dixon's 203. Sales total $1,706,962,000, average $4,265 per family — $447 above average.

The most recent viewership survey again shows WREX-TV as the favorite, by better than 3 to 1. It's favored by advertisers too . . . for its consistent results, at much lower cost per thousand.

J. M. BAISCH, GENERAL MANAGER
Represented by H. R. TELEVISION, Inc.

WREX-TV
CHANNEL 13
CBS
ROCKFORD
ILLINOIS
abc

OUR RESPECTS

to Lewis Edmund Arnold

"THERE'S a real place for local live programming in television, although a lot of tv station owners and managers seem to have forgotten that there are any programs except those that come on film or over network lines," declares Lew Arnold, general manager of KTLA (TV) Los Angeles.

Mr. Arnold sees live programming as an important way in which a station can cater to the individual tastes of its local viewers, and he firmly believes that audience likes and dislikes vary widely from city to city. "Look at *Do You Trust Your Wife?*," he points out. "It never got very high ratings nationally, but it was the top-rated program in Los Angeles. Or take the roller derby, which disappeared from New York television years ago but is still tops out here, with advertisers standing in line to sponsor our Monday night roller derby telecasts."

Fact that KTLA happens to be owned by Paramount Pictures Corp. has not deterred Mr. Arnold from seeing that KTLA has a full complement of live programs. In addition to sports—and here the schedule includes basketball, boxing, wrestling and auto racing as well as the roller derby—there are variety programs, women's shows, kiddies' shows, musical programs and audience participation programs, which add up to some 60% of all KTLA programming.

That 40% left for film shows is a far cry from the national average for non-network tv stations of 77.5% film to 22.5% live programs. It may explain why, in the six months Mr. Arnold has been guiding KTLA's operations, its air time has gone up from 75 to 100 hours a week (25% more than the average for independent tv stations) while some of the other tv stations in Los Angeles (seven in all, including three network-owned stations and three other independents) have been curtailing their hours of programming.

Mr. Arnold is happy that February was the best February in KTLA's history, 20% above the same month of 1956, and happier that in March the station hit an all-time high with the largest billings in its ten years. "Dollarwise, we're doing fine," he says, "ratingwise, not so fine. But I've learned that it's a mistake to lose sight of your audience by looking too hard at your ratings. When I can see a line a block long waiting to get into the studio, that's better than any rating in the world to me, and when the sponsors watch their sales records and learn that we can sell more with a 3 than others can with a 15, they forget the rating sheets, too."

The author of KTLA's new look got his start in broadcasting at the non-commercial educational fm station of Seton Hall, at South Orange, N. J., not far from Newark, where he was born Jan. 20, 1921, and christened Lewis Edmund Arnold.

"Rescued" from his engineering studies at Syracuse ("where my year and a half taught me chiefly that I was never intended to be an engineer"). In World War II, Lew served as an Army radar officer in Europe, returning at war's end with two battle ribbons and the rank of captain.

At Seton Hall, having raised funds for WOSU and helped design its studios, Lew served as station manager during his last undergraduate year and stayed on as manager for three years more, also teaching advertising, speech and station management in the department of communications arts and acquiring a master's degree from Columbia.

By the fall of 1952, he decided it was time to trade Seton's ivied halls for the marts of Madison Ave. and took a $32-a-week job as a mailroom boy at BBDO, where in a matter of weeks he became a tv traffic supervisor.

THE following April, Lew Arnold moved up Madison Ave. a few blocks to the headquarters of the DuMont Television Network, where he started as an assistant in the program department and successively served as assistant business manager, business manager and director of production. With the dissolution of the network, he became executive assistant to Ted Cott, vice president and general manager of the DuMont-owned stations, a trouble-shooting position of multiple duties.

Mr. Arnold worked with Mr. Cott for a little more than a year. Meanwhile, DuMont's broadcasting operations had been separated from the company's manufacturing activities into a separate corporation headed by Bernard Goodwin, vice president of Paramount, a substantial DuMont stockholder. When Klaus Landsberg, who had managed KTLA since its inception, was taken ill, Mr. Arnold was asked to go to Los Angeles to help out temporarily. With Mr. Landsberg's death shortly thereafter, the full brunt fell on Mr. Arnold.

Since then, he's been too busy at the station to find time for tennis, golf or sailing, his hobbies back East, but "I'm having the time of my life, working my head off and gaining weight at it," he says.

NEWS

260 Newscasts
every week!

MUSIC

by Detroit's
best-loved DJ's!

SPORTS

Key Station for
Tiger Baseball

RESULTS

Get 'em in
Detroit on

WKMH

5000 WATTS

FRED A. KNORR, Pres. JOHN CARROLL, Mg. Director

Represented by Headley-Reed

WKMH
RADIO HUB OF
THE MOTOR CITY

Save up to 15%

by using any 2 or more of these powerful stations

WKMH	**WKMF**	**WSAM**	**WKHM**
Dearborn- Detroit	Flint, Mich.	Saginaw, Mich.	Jackson, Mich. Jackson Broadcasting & Television Corp.

Buy all 4 stations, save 15% . . . buy any 3 stations, save 10% . . . buy any 2 stations, save 5%!

KNORR BROADCASTING CORP.

CASE HISTORY
—AUTOMOTIVE

KBIG does it again with Bardahl!

Southern California motorists love Bardahl . . . Bardahl loves Southern California motorists, *and* the prime way to reach them: broadcast advertising.

It's not just sentimental fancy with this Seattle-manufactured oil additive, which puts 95% of its regional budget into air media. The affection is based on year-after-year sales increases, ranging from steady to sensational.

"Each year we put quotas for our salesmen higher, and each year broadcast advertising helps them over the top" says William H. Barkley, President, Bardahl of Southern California Inc., Los Angeles. "1956 beat 1955 by 30%, and 1957 thus far is even ahead of that!"

Bardahl started using KBIG in 1953 (their spots won the Advertising Association of the West trophy as best-in-the-west commercial). Today Bardahl uses KBIG early morning news (also awarded trophies from the Radio-Television News Club of Southern California the last four successive years).

"We've shown how we feel about KBIG by renewing for another 13 weeks" says Jon Ross of Jon M. Ross Advertising, Los Angeles affiliate of Miller, Mackay, Hoeck & Hartung, Seattle. "KBIG gives us all eight Southern California counties at exceptionally low cost-per-thousand."

Your Weed man has many more case histories to help you evaluate Southern California radio.

KBIG
The Catalina Station
10,000 Watts
740 ON YOUR DIAL

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

No One Was Unwanted

EDITOR:

I am disturbed by the CLOSED CIRCUIT [B•T, April 15] where you report some management delegates had complained that the presence of engineering personnel at the NARTB convention luncheons prevented their obtaining tickets. As accurately as I can remember there was room for more tables. It appears that if reservations had been made in advance . . . the NARTB staff could have taken care of all who wanted to attend, the engineers' presence notwithstanding.

. . . This proposal to separate them (management and engineering) is most disappointing as it shows there is still some lack of understanding of one of the purposes of the engineering conference.

O. W. Towner
Director of Engineering
WHAS Louisville, Ky.

[Editor's Note—We certainly did not mean to imply that engineers were not wanted. In our view, administrative awkwardness was at fault in the luncheon ticket jam. It was at that target we were aiming.]

'Yearbook' Admiration Society

EDITOR:

[The B•T YEARBOOK-MARKETBOOK] as always, contains a lot of very useful information.

Frank S. Ott
Vice President
D'Arcy Adv. Co.
New York City

EDITOR:

. . . a valuable addition to our library.

Humboldt J. Greig
C. J. LaRoche & Co.
New York City

EDITOR:

. . . often very useful during the course of the year.

William A. Fricke
Assoc. Media Director,
McCann-Erickson, N. Y.

EDITOR:

. . . not only our Bible but our gospel.

Philip H. Cohen
Vice President, Radio-Tv
Sullivan, Stauffer, Colwell & Bayles
New York City

EDITOR:

. . . a most helpful reference and a real time saver as it makes so much basic information so readily available.

G. Kirk Greiner
Assistant Media Director
Young & Rubicam
New York City

A Plea for Simplexing

EDITOR:

We feel it our duty to supplement B•T April 8's excellent "How Bright a Future For Fm?" with a few precautionary notes.

Muzak switched from telephone lines to fm radio in August 1956. Six months later they went back to telephone lines. Reason: considerably higher equipment maintenance problems with fm receivers, as compared to telephone line receivers. Also, the telephone company is now giving a minimum flat rate regardless of mileage which makes telephone lines less expensive.

We oppose multiplexing. At best, we feel that multiplexing should be optional. We are not worried about "pirates." . . . We welcome them. The more (places of business) that want to "pirate" our broadcasts, the more valuable we are to our advertisers.

Continuation on a simplex basis permits a continued growth of home listening audiences. Our broadcasts are not aimed at any one or two food chains. . . . When background music programming is removed from the primary channel, it will remove a strong incentive for fm home listening.

Sidney A. Abrams
General Manager
Market-Casters
Seattle, Wash.

Wants More Fm Reports

EDITOR:

B•T is to be sincerely congratulated for its efforts to help draw attention to the revitalized interest in fm. We sincerely hope you will continue to review the ever growing interest in fm in upcoming issues.

Norman Paul
General Manager
KSJO-AM-FM San Jose, Calif.

[Editor's Note—Reprints of the B•T April 8 "How Bright a Future for FM?" are available at $15 per 100 copies.]

Gates' Audible Tone

EDITOR:

"Automation: It's Bound to Happen" [B•T, April 15] states that both the Ampex automatic programming system and the Gates auto-station used subaudible tones on a master tape. I would like to point out that the Gates auto-station had audible tones on a separate track which differs from other automatic systems.

Thomas R. O'Hara
Audio Sales
Gates Radio Co.
Quincy, Ill.

Likes Agency Man's Tips

EDITOR:

We feel the article "Agency Plans Board Should Pick Media To Be Used" by Harold H. Dobberteen [B•T, March 4] contained good solid information noteworthy of personal praise. In fact, we would like to photoreproduce copies.

Robert A. Wilt
Assistant Advertising Director
Advertising Agency Magazine
New York City

Ad Club Wants Speakers

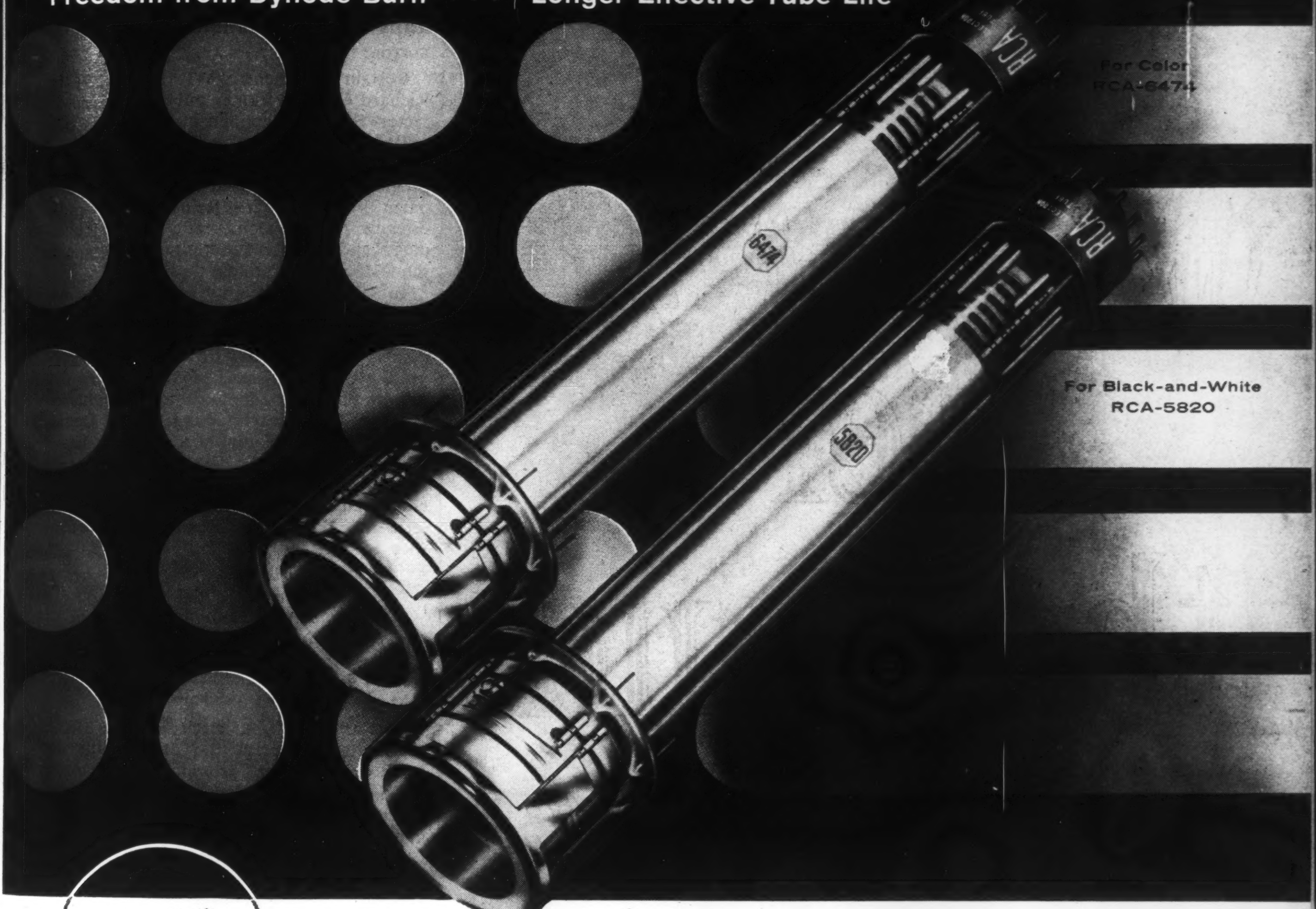
EDITOR:

As a chairman of the Tampa Advertising Club it is my responsibility to secure interesting and informed speakers for regular club meetings. Too often we are not aware

Another RCA Advancement in Image-Orthicon Development

SUPER-DYNODE

Freedom from Dynode Burn . . . Longer Effective Tube Life



For Color
RCA-6474

For Black-and-White
RCA-5820

Now . . . Both
MICRO-MESH
and
SUPER-DYNODE

RCA, pioneer in the development of Image Orthicons, announces SUPER-DYNODE design—a major camera tube advancement that (1) improves picture quality, (2) simplifies camera-chain operation, and (3) lengthens effective tube life.

In black-and-white TV-camera operation, for instance, the new SUPER-DYNODE RCA-5820 substantially reduces dynode texture during "low-key" scenes and "mood" shots. In color TV-camera work, for example, SUPER-DYNODE RCA-6474's save adjustment time on dark-shading, reduce color shift in dark areas, and make it possible to set decelerator grid voltage at the best value for highlight uniformity—throughout the useful life of the tube.

RCA-5820's and -6474's with the new SUPER-DYNODE design are directly interchangeable with all previous RCA-5820's and -6474's—without change in camera circuitry. You install an RCA SUPER-DYNODE Image Orthicon—and you're ready to shoot. No stabilizing runs to bother with. No dynode burn-off required.

SUPER-DYNODE RCA-5820's for black-and-white are already available at your RCA Tube Distributor. SUPER-DYNODE RCA-6474's for color will be available soon. For technical details on RCA Image Orthicons, write RCA, Commercial Engineering, Section E-13-O, Harrison, N. J.

Advantages of SUPER-DYNODE

For black-and-white

- Less dynode texture in "low-key" scenes

For color and black-and-white

- Easy to adjust dark-shading
- More uniform picture background
- Decelerator-grid voltage can be set at optimum value for highlight uniformity—throughout tube life
- Minimum undesirable background texture in low-light areas
- Cleaner colors in the dark areas

Improved efficiency

- No dynode stabilizing time needed
- No dynode burn-off required
- Longer tube life than ever

CAMERA TUBES FOR TELECASTING

RADIO CORPORATION OF AMERICA • Tube Division Harrison, N. J.

46¢

per thousand*

A national baker buys a thousand viewers for just 46c on KCRG-TV. (Sure we'll tell you who.)

KCRG-TV

Channel 9—Cedar Rapids—Waterloo, Iowa

ABC-TV for Eastern Iowa

The Cedar Rapids Gazette Station

REPRESENTED NATIONALLY BY WEED TELEVISION.

***Based on February ARB Survey.**

of vacationing ad and media representatives until their visit is complete, and, consequently, do not receive the benefit which might be derived from the appearance at the club.

I would appreciate [hearing] from executives interested in speaking at our club.

Bob Edrington
Henry Quednau Inc.
404 13th St.
Tampa, Fla.

Raps GOP Statement

EDITOR:

Certain statements [B•T, April 15] by Richard Guylay, former public relations director for the Republican National Committee, should be corrected.

The five minute "hitch-hike" on popular programs was first used in the 1944 campaign by J. Leonard Reinsch, then radio director for the Democratic national campaign and now tv and radio consultant to the Democratic National Committee.

In 1952, Mr. Reinsch suggested the use . . . in the television campaign. The time was too short to make necessary adjustments. It was agreed to consider the proposal well in advance of 1956. The five minute plan was adopted after consultation between Mr. Reinsch, acting for the Democratic National Committee, and the heads of the networks.

The Republicans are free to use ideas conceived by the Democratic Party, but let's give the credit for such ideas where they belong.

Jack Christie
Television-Radio Director
Democratic National Committee
Washington, D. C.

Deme's Decals

EDITOR:

An article . . . . discussing the RCA Thesaurus "Shop at the Store With the Mike on the Door" promotion [B•T, April 22] indicates this plan was conceived by officials of RCA Recorded Program Services about two years ago.

The "Shop at the Store With the Mike on the Door" promotion was first conceived and used in Norwich, Conn., by the former manager of this station, John Deme, in 1952. We found the promotion to be a good one and it has been in continual use since that time.

Don Lasser
General Manager
WICH Norwich, Conn.

[EDITOR'S NOTE: B•T did not wish to imply that no other organization had used store decals in this type of merchandising. But as far as we know RCA Recorded Program Services is the first to conduct such a plan on a nationally syndicated basis.]

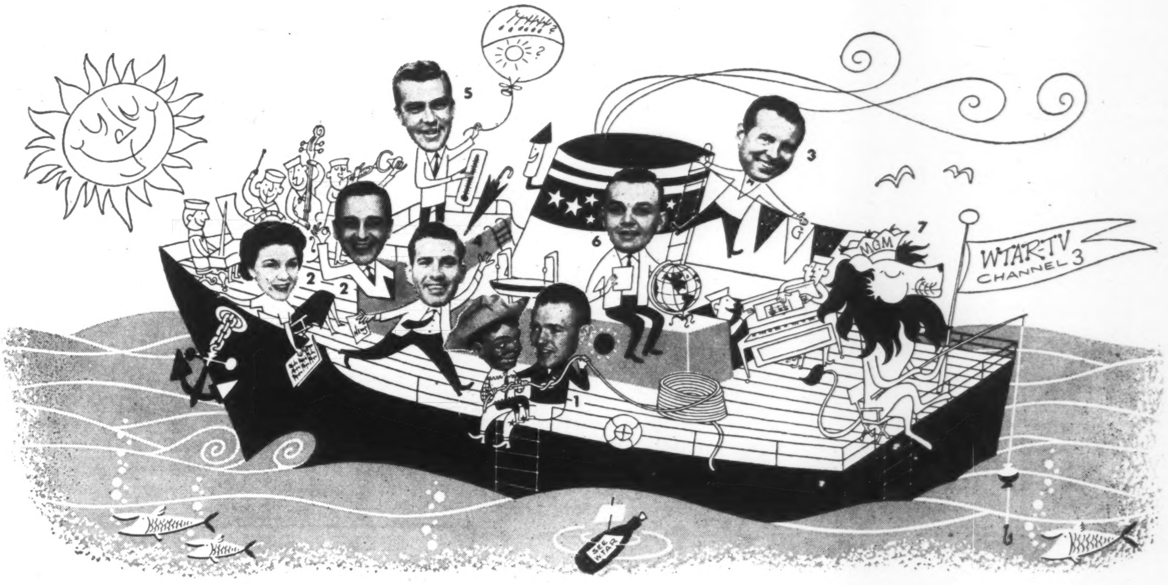
Arrow-Thru-Head Promotion

EDITOR:

I appreciate the wonderful followup story of our NARTB convention activities in B•T April 15. We have done a whale of a business in arrows, as you can well imagine.

George W. Bolling
The Bolling Co.
New York City

ALL HANDS ON DECK!


5
3
2
2
4
6
7
1
MGM
WTAR-TV CHANNEL 3
SEA WTAR

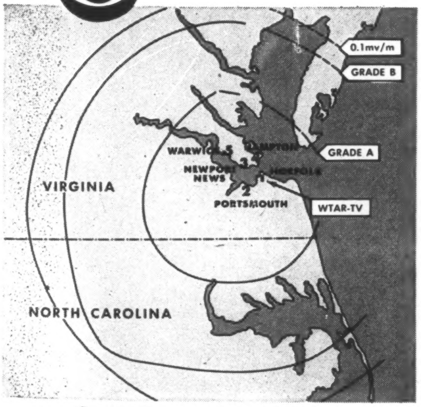
WTAR-TV's own crew knows the ropes. That's the reason why the Station has earned an enviable reputation for its Local Programming.

Real savvy, top-notch performers, able direction, have earned a fervent "Well Done" from advertisers; local, regional and national. All hands are standing by to hoist "sales" for you!

1. FORENOON WATCH	8:45 A.M.	"Bob and Chauncey"
2. AFTERNOON WATCH	1:10 - 1:30 P.M.	Andy Roberts Show with Lee Brodie and Orchestra
3. FIRST DOG WATCH	4:30 - 6:00 P.M.	"M-G-M Theatre" Jeff Dane, Host
4. SECOND DOG WATCH	6:30 - 6:35 P.M.	Laverne Watson "Your Esso Reporter"
5. SECOND DOG WATCH	6:40 - 6:45 P.M.	Joe Foulkes, Staff Meteorologist
6. FIRST WATCH	11:00-11:10 P.M.	Joe Perkins "11th Hour News"
7. FIRST WATCH	11:15 P.M.	"The Best of Hollywood" M-G-M Hits

For detailed information and rates on these exceptionally high-rated, low-cost programs write WTAR-TV or your Petry man.

CBS TELEVISION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GRADE B
WARWICK
HAMPTON
GRADE A
NEWPORT NEWS
NORFOLK
PORTSMOUTH
WTAR-TV
VIRGINIA
NORTH CAROLINA
5
4
3
1
2

(Based on Measured Contour Map by Jansky & Bailey)

5 of Virginia's Busiest Cities are within WTAR-TV's Grade-A Signal.

WTAR-TV

CHANNEL 3, NORFOLK, VIRGINIA

Business Office and Studio—720 Boush Street, Norfolk, Va.
Tel.: MAdison 5-6711
REPRESENTATIVE: Edward Petry & Company, Inc.

KTHS (LITTLE ROCK)

"Calls Them Right" in Umpire (Ark.)!

50-County Pulse Proves KTHS Tops In Arkansas

KTHS has the greatest coverage — the greatest audience in Arkansas. Pulse figures show that it does a tremendous job, not only in Little Rock, but also in hundreds of smaller towns like *Umpire*, 110 miles away in Howard County.

Among 56 stations penetrating the 50-county area surveyed, KTHS leads all other radio stations in 190 quarter hours out of 240!

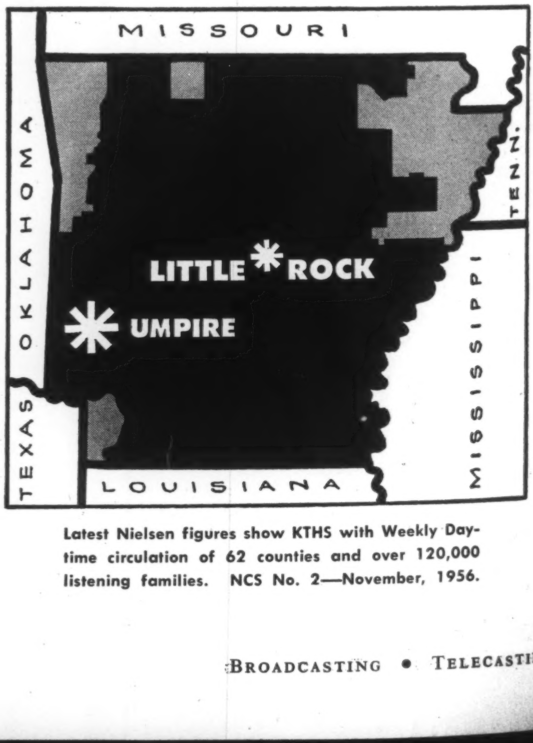
For complete details, ask The Branham Company.

PULSE AREA SURVEY—NOV., 1956
(50 Arkansas Counties)

All Little Rock radio stations plus 56 other stations in the respective area.

QUARTER HOUR LEADERSHIP (240 quarter hours)

	7 A.M. to 7 P.M.
KTHS	190 quarter hours
Station B	50 quarter hours
Station C	None
Station D	None
Station E	None
Station F	None
Station G	None
56 Others	None



Latest Nielsen figures show KTHS with Weekly Daytime circulation of 62 counties and over 120,000 listening families. NCS No. 2—November, 1956.

KTHS

50,000 Watts
CBS Radio

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

Represented by The Branham Co.
Under Same Management as KWKH, Shreveport
Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

BROADCASTING
TELECASTING

Vol. 52, No. 18 MAY 6, 1957

THE FOREIGN MARKET FOR TV FILMS

It could mean 40% of sales in next five years, syndicators say

AMERICAN television film distributors in increasing numbers are turning to the world as their marketplace for "Operation Future."

This is no present gold mine, as some are finding out. But most companies which have begun to mine it are breaking even and a few have pushed their foreign syndication division into the profit side of the ledger.

In the footsteps of the motion picture industry, which has developed overseas business to substantial proportions, television distributors are building a foundation for the future to accommodate the inevitable growth of the medium abroad. Informed estimates indicate that about 50% of the motion picture industry's overall gross revenue accrues from out-of-the-U. S. release.

A consensus of major tv film distributors is that the overseas market will account for about 40% of gross revenues of their syndication business within the next five years. Present revenues from foreign distribution are far short of that, but distributors hope that within the next five years, global tv will mushroom to a sizable proportion and some of the existing roadblocks to U. S.-foreign business intercourse (detailed below) will have been eliminated.

Figures on gross revenues and net profits of overseas business by film distributors are not easily obtainable, but it is reasonable to accept the appraisal of Leslie Harris, vice president and general manager of CBS-TV Film Sales, when he asserts flatly: "At present a foreign film sales operation is lucky to break even." Some distributors said there is "a slight margin of profit," but their main objective in placing stronger emphasis on overseas business appears to boil down to this:

- To provide a cushion—or a backstop—to film users in the U. S. by making additional revenue available to syndicators so U. S. prices may be maintained at current levels.
- To upgrade program levels for U. S. advertisers outside the U. S. and give them programs which have proved their worth in competitive U. S. markets.
- To build up a market for the future when circumstances may be more favorable.
- To improve the sales picture abroad for both U. S. and foreign advertisers, and thus contribute to the reputation of tv film as an advertising medium.
- To help build foreign tv set sales by use of U. S. stars as box office attractions.

Implicit in the latter goal is the acknowledged minuscule tv audience abroad, judged by U. S. standards. Though figures on sets in use are neither complete nor accurate in all countries, a recent survey by Television Programs of America placed the number of receivers in Europe at about 10 million, of which nearly 8 million were in Great Britain. Total number of sets in Latin America is reported to be about 1.3 million.

The dearth of television sets is by no means the most formidable obstacle looming on the foreign tv horizon. A gradual expansion in set ownership undoubtedly will result, much in the pattern of other new technological developments, but among the more pressing considerations confronting U. S. distributors of tv films are:

- The high cost of dubbing for the non-English-speaking audience.
- The requirements of many countries that payment be made in their currency and left within their borders (so-called "blocked currency") or other forms of payment restrictions, such as a certain dollar allocation for foreign film products.
- The low price the foreign tv stations can afford for tv film programs.
- The existence of quotas (most of which are unofficial) restricting the percentage of total programming on a station which can be "foreign" (which universally means U. S.-produced and distributed).

Despite these discouragements, U. S. tv film distributors reported they will continue to woo the world market, describing present adverse factors as "temporary disadvantages" and pointing to the potential growth of the future. To obtain as "impartial" an assessment as possible of the tv film outlook abroad, B•T asked Charles Michelson, president of Charles Michelson Inc., for his evaluation and commentary. Mr. Michelson for more than 20 years has distributed radio programs to foreign markets and currently is serving as a representative for various tv stations in foreign countries, but is not a film distributor. Together with his father, Aaron Michelson, he was active in the general exporting-importing business before turning to broadcasting and is an acknowledged specialist on marketing and exporting conditions abroad.

Mr. Michelson agrees with the large number of distributors here who view the world market as an expanding one in years to come, but believes the estimates of up to 40% of total gross volume in five years are "highly enthusiastic." He does not believe tv film can be compared with the motion picture business, in which revenue is obtained through paid admissions. His more conservative guess was that, based on current progress, gross revenues abroad would bring in about 25% of the total gross in five years.

Mr. Michelson reported there are several approaches film companies can take concerning blocked currency regulations. U. S. organizations, he said, may elect to produce tv film products in the country in which its assets are "frozen" (as some producer-distributors are doing); they may invest these funds in foreign stocks and accumulate dividends, available in dollars, or they may keep the money in the country in the expectation that these regulations may be lifted.

He noted these regulations were implemented after World War II because the

TYPICAL of U. S. film series getting exposure in other countries is Television Programs of America's *Hawkeye and the Last of the Mohicans,* shown here on location at Pickering, Ont. It is now on 115 U. S. stations and this fall will be shown in French and English versions in Canada on the Canadian Broadcasting Corp. Coming: syndication in England (through Incorporated Television Programmes) and in Australia. It will be dubbed in Spanish later this year.

balance of trade was weighed in favor of the U. S., which is a heavy exporter, but there has been a movement in the U. S. to have foreign countries relax these rules. Mr. Michelson acknowledged that on infrequent occasions U. S. companies use complicated methods to "unfreeze" their currency. (One favorite story in motion picture circles is that one company with blocked currency in Finland arranged to have Bibles printed in English and subsequently shipped them to the U. S. for sale.)

Many of the active advertisers in overseas markets are American companies with foreign affiliates, including such "blue-chip" names as Proctor & Gamble, Sears, Roebuck, Esso Standard Oil, National Biscuit Co., Standard Brands, Ford Motor Co., Richard Hudnut, Borden Co., Westinghouse Electric Co., General Electric Co., Pet Milk, Goodyear Tire & Rubber Co. and and Lever Bros.

Distribution companies generally direct their overseas operations from New York, with either full-time or part-time representatives in various countries, who make business trips to adjacent markets. Ziv's international division is headquartered in Cincinnati.

Since most distributors consider Canada within the purview of domestic operations, the following breakdown of activities by leading companies will concentrate largely on operations in Europe and Latin America and touch upon other smaller world markets:

CBS Television Film Sales: The firm's Vice President Harris reported there are 14 CBS Film programs running in Britain and claimed that "our programs are the backbone of the Independent Television Authority and are largely responsible for it getting out of the red and into the black within a year." He listed *I Love Lucy, Assignment Foreign Legion, Gunsmoke* and *Amos 'n' Andy* as "top-rated" programs in England, and others carried including *Range Rider, Phil Silvers Show, Person to Person, See It Now, Champion, Annie Oakley, CBS News, The Millionaire, December Bride* and *Brave Eagle.*

American tv films in Britain, he said, are on an unofficial quota of 20% of total program time. He characterized prices as "low," with the highest sum paid for shows such as *Lucy* and *Silvers* approximating $5,000 each while most programs are sold for less than $1,000 for full United Kingdom rights. CBS Films has found it advantageous because of the quota and the currency restrictions to produce in England, and to date has sold about $700,000 worth of films in that country and spent about $1 million in film production there. Films produced in England do not come under the 20% rule, according to Mr. Harris.

Mr. Harris said that Germany, with 17 television transmitters, is the second largest European market (estimated number of sets: 700,000) and has transmission "technically superior to ours, producing a beautiful picture." But as in Italy and France, one knotty problem in Germany is the high dubbing costs, as compared with the price the German network can pay. He estimated that it costs about $1,200 to dub a half-hour program in German while the network will pay a top price of $1,000 a film. Germans seem to prefer cultural and educational programs, such as *You Are There* and those "with scenes of violence getting bad reactions."

France, with more than 400,000 sets, has only one CBS program running—*Brave Eagle,* which is also being carried in French-speaking Canada, Mr. Harris said. It costs about $1,400 for dubbing a film and $800 would be "a high price" for a French tv outlet to pay, he added. Mr. Harris said CBS Film toyed around with the notion of selling these French-dubbed films in Canada, but discovered that French Canadians resented the Parisian accent.

There are about 328,000 sets in Italy. Mr. Harris reported that Italians like cultural programs such as CBS Films' *See It Now* and *You Are There* and are also "enthusiastic viewers of westerns." Dubbing is expensive, he said, and some sales have been made at a low fee without dubbing but "in the main, Italian sales are at a loss at present."

Ziv Television Programs: Ziv is regarded universally as the pioneer in selling the Latin American market, having been active south-of-the-border for more than four years. This area is considered a profitable one for Ziv and other syndicators in that dubbing costs generally are lower, ranging from $750 to $1,000, and a well-produced film can command about $1,200. It is believed a syndicator can break about even on the first exposure of the film and make a profit on sales to other Spanish-speaking countries.

According to Ed Stern, director of Ziv's international divisions, some idea of the growth of Ziv's overseas operations can be ascertained by this observation: The business done in each month in 1957 to date is nearly twice as much as all the business signed in the entire year of 1953, the first full year of activity abroad. Though he declined to reveal Ziv's foreign gross, it is reported to be about $3.5 million in Latin America and about $1 million in all other areas combined.

Ziv is active in Europe with four series running in England; two in West Germany;

TV ACROSS THE PACIFIC

COMMERCIAL television has jumped the Pacific and is establishing itself on the eastern shores much as it did a decade ago in the United States, Stanley J. Quinn Jr., vice president of J. Walter Thompson Co., Los Angeles, said on his return from a busman's holiday on which he called on JWT branches in Australia (where he had served a term before the First World War as radio director), Japan and the Philippines.

MR. QUINN

Although less than a year old, tv in Australia has already attracted great interest and a lot of business from advertisers, both domestic and international, Mr. Quinn said.

Australian tv has adapted much from the United States, both in programming and in commercials, Mr. Quinn reported. Kraft Tv Theatre in Australia uses the same commercial techniques that were developed by JWT in New York. Major difference is that both programs and commercials are filmed in Australia, not live as at home.

The agency has its own tv workshop in Sydney, modeled on the New York original, where commercial techniques are tried and perfected. "At the moment they're so fascinated with pictures that they are slighting the words, but they'll get over that with a little more experience," Mr. Quinn stated.

The growth of the tv audience in Australia is being hampered by import restrictions which have made receivers both scarce and expensive, but this condition is viewed as only temporary. "The Australians are great movie goers and great sports fans and it's inevitable that they'll be great televiewers as well," Mr. Quinn observed.

Programming at TCN Sydney is divided about 50/50 live and film, with the filmed programs about 60% of American origin and 40% British. Tv costs are currently extremely low by U. S. standards, he said, as wage scales for tv workers have not yet been established and certified by the government, but that won't last long, he predicted.

Japanese television is very commercial, with no apparent limits on the amount of time that may be devoted to advertising, Mr. Quinn said. Animation is inexpensive there and is used even more widely in Japan that at home, he reported. He had little time for watching tv but the programs he saw seemed amateurish and unimaginative, he reported. "The acting in a drama I watched was very broad by our standards," he said, "although my ignorance of the language may have made me unduly critical. The lighting was flat and reminiscent of the very earliest days of tv at home. But the camera work was excellent."

Television is developing much more slowly in Manila than in either Australia or Japan, Mr. Quinn said, with only about 400,000 tv homes after three years. Again, import restrictions are to blame, he noted, but domestic manufacture of tv sets is getting started and 1.5 million sets are expected in use within a year.

three in Italy; two in France; three in Luxembourg and others in Belgium, Switzerland and Monaco. Ziv has sold six programs in Australia and three shows in the Philippines. Ziv is producing *New Adventures of Martin Kane* in England.

Television Programs of America: In its first year of operations last year, TPA International grossed about $2.8 million and the figure is likely to rise this year, particularly because of expansion in activities, highlighted by a co-production transaction with Canada on *Hawkeye* and *Last of The Mohicans*. These series become elegible for commonwealth distribution outside Britain's unofficial quota system.

TPA International, headed by Manny Reiner, currently distributes 14 film programs abroad, including *Lassie* for Jack Wrather. The company is active in Australia which, outside of England, pays the highest prices for programs, according to Mr. Reiner. TPA series there include *Lassie*, *Count of Monte Cristo*, *Hawkeye* and *Last of The Mohicans*.

In England, TPA has sold *Lassie*, *Private Secretary*, *Fury*, *Monte Cristo* and *New Adventures of Charlie Chan*, which now is in production in England, plus several other series. In Latin America, distribution includes *Lassie*, for Kellogg Co.; *Fury*, Laboratorios Picot; *Stage 7*, Corporacion Nacional Electronica; *Monte Cristo*, National Biscuit Co.; *Lone Ranger*, Borden Co., and *Monte Cristo*, Campbell Soup and Bristol-Myers.

Mr. Reiner, who has a long background of foreign sales experience with such companies as Samuel Goldwyn Productions and David O. Selznick Productions, views TPA's international operation as "at least a break-even proposition at present," but believes "the future is bright for companies with know-how." Though dubbing is expensive, he claims that his experience at TPA has been generally that films have been sold at a higher price than the dubbing costs in all countries. He finds currency restrictions and program time quotas "irksome," but not an insurmountable consideration.

Though the larger proportion of advertisers abroad are American affiliates, Mr. Reiner believes that local companies can be persuaded in increasing numbers to invest in tv films. TPA, he said, has completed various transactions with Latin American advertisers, and he is convinced that other home-grown business organizations in foreign countries will "take" to tv films.

Screen Gems: This company is regarded by other major distributors as probably the top company in the foreign field in overall volume, represented with programs in 13 countries in Europe; 12 countries in Latin America and in Australia, Japan, Thailand and the Philippines.

The six leading buyers of Screen Gems properties, according to John Mitchell, vice president in charge of sales, are (in order of gross volume): England, Italy, Germany, Belgium, France and Luxembourg, with England far and away the leader, purchasing 10 times as much in dollar volume as Italy. In England, Screen Gems programs are *All-Star Theatre*, *Rin Tin Tin*, *Celebrity Playhouse*, *Patti Page Show*, *Jungle Jim* and *Father Knows Best*.

In the far eastern area, Australia is the leading purchaser of Screen Gems' properties, but Mr. Mitchell believes that Japan shortly will become the top market there. (Several distributors pointed out that English-language programs are shown in Japan, either with an announcer explaining the action or a Japanese cast hired to provide the dialogue.)

Screen Gems' Latin American operation has been in existence about seven months and already more than 23 sales have been made. Programs on the air (in Spanish) include *All-Star Theatre*, *Rin Tin Tin*, *Jungle Jim*, *Tales of The Texas Rangers* and *Hollywood Mystery Parade*. Countries which are telecasting SG series are Mexico, Cuba, Puerto Rico, Venezuela, Colombia and Argentina, with contracts signed for Guatemala, San Salvador, Costa Rica, Panama and the Dominican Republic. Sponsors in Latin America include Nestle, Bristol-Myers, Coty, Sylvania-Frigidaire, Corn Products Refining Co., Procter & Gamble, Colgate, Stokley Van Camp, Del Monte, Goodyear Tire & Rubber, Max Factor, Esso Standard Oil and various local advertisers.

Since Screen Gems is a subsidiary of Columbia Pictures, SG is not perturbed about currency regulations overseas. It was pointed out that these funds can be utilized in the many countries where Columbia Pictures maintains offices to defray expenses for these branches and to produce films for either the motion picture company or Screen Gems. SG currently is filming *Ivanhoe* in England with frozen funds and plans other production ventures abroad in the near future.

ABC Film Syndication: This company is moving slowly but surely into the international field and has set up a staff under Don Kearney, vice president in charge of sales, that includes Leon Kagan, coordinator for Latin American sales; Jose Novas Jr. in Venezuela and Ray Falk in Tokyo. Plans are being completed to add representatives in Mexico, Argentina, London and Paris.

The company has sold seven film series in 10 countries, including Japan, Cuba, Mexico, Havana, Puerto Rico, Germany,

TV ACROSS THE ATLANTIC

TELEVISION abroad is not the mass medium it is in the U. S., Thomas C. McCray, NBC vice president and general manager of NBC-owned KRCA (TV) Los Angeles, said on his return from a month's trip to Europe.

MR. McCRAY

In France and Denmark, he saw tv only by visiting the government-operated stations. In Italy, there were tv sets in the hotels, in special rooms set aside for viewing by the hotel's guests. Only in England did he find tv sets in private homes and only in England was there any competition between stations for the viewer's attention.

Mr. McCray emphasized that he went abroad as a tourist, not as a student of television, and that what he saw in this brief stay in the various European countries, outside of a few hours spent with officials of the broadcasting companies, was just about what any tourist would have seen. "Television was not the reason for the trip," he said. "It was pure vacation and I didn't allow tv to interfere. So I make no claims to being an expert and no pretense to having any special knowledge about tv abroad."

Two things about foreign tv that impressed him, he said, were the uniformly good picture quality—whether the pictures had 405 lines as in England, 650 as in Italy and Denmark, or 819 as in France—and the lack of programming know-how that is taken for granted by American telecasters and viewers alike.

"This is probably natural in view of the newness of tv in most of Europe," he said, "and with the limited schedules and even more limited budgets of the government operated tv systems.

"The people in charge of television abroad are even more aware of their shortcomings than a visitor is and to me it seemed that they have an almost exaggerated idea of how much better tv is in America. It is better, but not as much as they think. But everywhere I went, before I could get out my questions about their operations, they would be peppering me with questions about how we do things over here and I'd wind up being interviewed rather than doing the interviewing myself."

In Italy, Mr. McCray reported, commercials on tv are limited to two-minute commercials which are put on one after the other in a ten-minute block at about 8:30 each weekday. France has no commercials, nor has Denmark, he said, adding that one experiment in Denmark, when advertising was accepted in connection with a program designed to raise funds for Hungarian relief, evoked such strong opposition that the Danish tv authorities doubted whether commercial tv could ever be instituted.

Mr. McCray said he had not seen enough of the commercial tv setup in England to comment on either its programming or on the advertising on tv there, but he reported that from conversations with BBC officials he gathered that the introduction of commercial competition had given BBC a shot in the arm, that it was revamping its programming in an effort to keep viewers from deserting.

JAPANESE *viewers will see four CBS Tv Film Sales series under terms of the contract signed by Akira Kanamori, directing manager of Sekiya & Co., and Frank Iwanaga, New York director of Sekiya, with Fred Mahlstedt, director of operations and production for CBS Film. The series:* Annie Oakley, The Adventures of Champion, Buffalo Bill Jr. *and* Terrytoons.

France and French protectorates and possessions. Programs sold by ABC Film include *Three Musketeers, Passport to Danger, Herald Playhouse, Kieran's Kaleidoscope, Code Three, Racket Squad* and *Sheena, Queen of The Jungle*. According to ABC Film, certain Mexican producers are considering the production of syndicated film programs to be distributed in Latin America and possibly to U. S. stations with Spanish-speaking audiences.

Official Films: This is an outstanding example of a U. S. company that enters into co-production abroad, having filmed *The Buccaneers, Robin Hood* and *The Adventures of Sir Lancelot,* in conjunction with Sapphire Films in London. The company has an interest in Sapphire Films' studios and has invested in the production of the three series. Though Official Films reports its main objective in filming these programs in England was to give them "an authentic flavor," the movie enables the American company to put the money it earns in England to work for it. Each of the three series was sold to U. S. tv networks coincidentally with its sale in Britain and subsequently sales were made in Canada, Australia, Japan and Puerto Rico.

Official Films currently has sold 15 different program series in 10 countries, covering such series as *My Hero, Foreign Intrigue, Cross Currents, The Star and The Story, This Is Your Music, My Little Margie, The Hunter* and others. Markets showing these programs include Britain, Australia, Japan, Puerto Rico, Guam, Mexico, France, Italy, Venezuela and Cuba.

California National Productions (NBC subsidiary): Its half-hour shows are running in the United Kingdom, Australia, Puerto Rico, Mexico City, Cuba and Belgium.

Nearly all of the CNP programs overseas were sold some time ago, with CNP paid in dollars. Now, however, with tight currency, CNP is negotiating in other markets.

At the same time, CNP is launching an expansion program overseas and by next fall expects to be in production of a filmed series in England. Toward that end CNP has just created a new London office that will be set up by June 1 with Gerald Adler, former NBC talent negotiator, heading it [B•T, April 22].

According to Herbert F. Solow, of CNP's foreign operations program arm, there has been little difficulty in dubbing films for CNP since most of its sales have been in English-language countries. CNP has seven shows in the United Kingdom and nine in Australia, and from one to four in the other countries. Among its shows: *Hopalong Cassidy, Roy Rogers, Life of Riley, Victory at Sea, Inner Sanctum, Dangerous Assignment, Steve Donovan, Western Marshal* and about five others. It plans to dub another five series, and is eyeing about a half-dozen more countries. Some arrangements are made with countries near the Iron Curtain for playing of shows at no cost to provide a U. S. product on the airwaves and to secure a "foothold" for the future. Finland (Helsinki's tv outlet) is one such country.

FEATURE FILM for tv is now in its infancy overseas. A few distributors with foreign rights to film libraries—among them Screen Gems (Columbia Pictures) and Associated Artists Productions (Warner Bros. features and short subjects and Paramount Pictures' "Popeye" cartoons and other films) —have begun opening foreign markets where possible for features on tv. Reportedly MGM also is moving in that direction.

Here, the pattern generally follows the line of theatrical exhibition first, followed by tv showing. Drawbacks thus far to feature film are the few hours of telecasting time per day in most countries, and the varied restrictions in many nations.

Some examples, as explained by Norman Katz, AAP's general manager in charge of foreign operations: the low literacy rate in some countries barring titling of films (particularly in some Latin American countries), high costs of good quality dubbing for such countries as France and Germany which permit the showing of only dubbed U. S. films, and quotas placed on U. S. film product.

NICARAGUAN *viewers will see 10 Ziv Tv series under terms of the contract signed by (l to r) Dr. Jose del Carmen Urbina and Don Rafael O. Cano of Television de Nicaragua, S.A., and Ralph Franklin, Ziv Latin America sales manager. Fourteen Ziv series are seen in 11 countries south of the border.*

AAP, which considers itself to be a "pioneer" in feature film for tv overseas, claims to be moving into all the major markets around the globe. Mr. Katz said AAP is in 14 countries, is moving into Australia and expects to be in all tv markets in Latin America.

Attraction overseas is the pre-conditioned box office draw of U. S. motion picture stars.

Currency restrictions do not affect AAP to any extent since the distributor is able to apply currency to theatrical production interests.

Mr. Katz, who estimates not more than 12% of the total gross revenue of film distribution companies now comes from foreign contracts, predicts that from three to five years hence, the percentage will climb to 30 or 40.

Of interest are some pacts made by AAP with foreign groups for the production of live shows based on a feature film property (AAP holds the foreign literary rights).

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,529,000 people in the U. S. over 12 years of age during the week, April 21-27. This is how they spent their time:*

66.1%	(80,992,000)	spent 1,644.1 million hours	WATCHING TELEVISION**
55.6%	(68,126,000)	spent 1,001.5 million hours	LISTENING TO RADIO**
80.2%	(98,268,000)	spent 401.2 million hours	READING NEWSPAPERS
28.3%	(34,677,000)	spent 149.7 million hours	READING MAGAZINES
23.1%	(28,304,000)	spent 261.5 million hours	WATCHING MOVIES ON TV
28.2%	(34,578,000)	spent 144.1 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

*** All figures are average daily tabulations for the week with exception of the "attending movies" category, which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.**

** Both television and radio time were up appreciably for the week, a fact Sindlinger attributes to the start of the baseball broadcast season.

IAA TOLD OF BIG YEAR ABROAD

- 900 members of international group meet in New York
- International advertising seen expanding with trade

FOR Procter & Gamble, Ford Motor Co., General Motors Corp., Colgate-Palmolive Co., and a host of other U. S. "blue-chip" advertisers, 1956 was a "blue-ribbon" year in international advertising expenditures abroad. And expenditures will grow as international trade expands.

This was the theme of the 9th annual convention of the International Advertising Assn. in New York Thursday and Friday as some 900 IAA members gathered to hear reports from a number of government, business and advertising executives. Included in the speaker roster were U. S. Defense Secretary Charles E. Wilson; Eric Johnston, motion picture "czar" and chairman of the International Development Advisory Board; Henry J. Taylor, former ABC-NBC radio newscaster who has been nominated U. S. Ambassador to Switzerland, and representatives of Philip Morris Overseas, Union Carbide & Carbon, Olin-Mathieson Chemical Co., and Westinghouse Electric Co.

Of considerable interest to those broadcasters in attendance—representing privately-owned and government-controlled outlets in all corners of the free world—was the 1956 eighth annual survey of international advertising volume. It listed estimates of radio-tv expenditures abroad, but IAA was careful to point out that because it was impossible to obtain accurate figures, its figures should be studied "with caution."

Although many of the countries reporting to the IAA survey do not operate commercial radio-tv stations or networks per se, they do allow paid advertising on the air for limited periods of the day, IAA declared. Statistics follow:

France: $17.5 million radio-tv combined [presumably including Luxembourg and Monaco]; West Germany: $12 million radio; Greece: $500,000 radio; Ireland: $200,000 radio; Italy: $10 million radio; Great Britain: $2.5 million radio, $37.8 million in tv; India: $1.3 million radio; Japan: $25.6 million radio, $5.4 million television; Argentina: $9.2 million radio, $1.6 million television; Brazil: $21.2 million radio, $42.5 million in television; Cuba: $1.5 million radio, $1.5 million in television; Venezuela: $6 million radio, $5 million in television; Union of South Africa: $2.5 million radio.

IAA in its report makes the following "significant comments" about the status of international advertising as it applies to broadcasting: In France, it says, one of the two commercial stations has an "uncertain" future. It does not elucidate. In West Germany, "only two tv stations broadcast advertising programs and only occasionally for 30 minutes." In Greece, radio commercials "are the coming thing, and advertisers are gearing themselves to handle a foreseen 50% increase in that field. (Advertising, IAA concludes, "is still young in Greece, but it is growing very fast.") In Italy, tv advertising began Feb. 3, and while only 10 minutes per day is allowed, "owing to the possible ending of the state monopoly, tv advertising should expand." In Japan, total advertising expenditures last year exceeded the 1955 figure by 22%, and a further 25% increase is expected this year. In Argentina, rates for all media for 1957 have risen an estimated 18%. "Television's future is not clear. At the beginning of the year, tv rates more than doubled and the effect was a sudden drastic reduction in the amount of tv advertising." In Brazil, the shift is away from radio and to tv. Though it has but six tv stations at present, 10 more are slated to be erected this year. In Venezuela, "volume of tv advertising is increasing rapidly, with receivers in use climbing to an estimated 110,000 last year." Radio, not expected to increase this year, may even decline in 1958. An interesting new ad technique is being developed in South Africa, where the industry is borrowing a page from radio and slipping it into the category of "outdoor advertising;" it's doing it by "introducing advertising by tape recording to natives in buses." For Canada, IAA predicts a "slowdown in increased tv revenues" but the Canadian film industry "expects a bonanza as advertisers look more to the home studios for tv commercials."

With much importance being given to the "trends" in international advertising, during the two-day meeting, James W. Von Brunn, a tv film producer at McCann-Erickson International and a former Benton & Bowles art director, told a Thursday afternoon session that competition between radio and tv is becoming "sharper" overseas. In fact, "it is apparently paralleling the trend in the U. S."

Mr. Von Brunn noted that Radio Luxembourg, for example, announced a 25% British audience loss after the birth of the Independent Television Authority (ITA), but subsequently regained this initial loss "plus an additional 10% audience increase."

While there are straws in the wind that the "multiple enterprise system" of U. S. broadcasting may find many imitators throughout the world, "many countries regard this system with considerable apprehension because they feel it tends to degrade programming," Mr. Von Brunn said. The solution, he declared, lies with the "combination system" of maintaining both commercial and government-controlled outlets as is done in the United Kingdom and Italy.

While, for example, ITA now claims 70-90% of the total British tv audience, and while older—of BBC-TV only—sets are being converted at the rate of 2.5 million a month, ITA's ad revenue for 1956 pegged at $28 million "fell about $8 million short of the break-even point." He explained that this came about because the British tv executives "lacked experience in planning campaigns and failed to judge program costs in relation to sales." He explained, however, ITA Administrator Sir Robert Fraser, Mr. Von Brunn noted, said ITA will break even this year, make up its initial loss in 1958 "and go swimmingly on from there."

Still, there'll always be room for BBC's

M-E: TV BOOMS IN LATIN AMERICA

THINGS are hot south of the border, particularly as regards the growth of television. This was proved Thursday during the report on international television by McCann-Erickson International's Jim Von Brunn at the IAA convention in New York.

Latin America, which today boasts 54 stations and 1.2 million receivers, experienced "a 92% increase in sets over January 1956." Runners-up in greatest growth rate were the Western European nations with 135 tv stations and 8.4 million sets (increase of 39% over last January). This increase tied with that of the Soviet bloc with 48 stations and 1.5 million sets (also a 39% gain over the previous year).

Canada's 35 stations and 3 million sets account for a 50% increase over July 1952, he reported. The present world total, Mr. Van Brunn said, is 775 tv stations and 53,529,300 sets.

Mr. Von Brunn also gave the IAA conventioneers a look into the future of international tv and projected figures for 1958. He said:

- Australia, after six months of tv, now has 6 stations and by 1958 will have 300,000 receivers operating.
- Brazil, now with 3 stations in Sao Paulo, 2 in Rio de Janeiro and one in Belo Horizonte, expects 19 stations by 1958 and 405,000 sets.
- Columbia, now with 60,000 sets in operation and only a handful of stations, will have 16 channels on the air by next year.
- Cuba, perhaps the most bullish of Latin American tv areas, will have 23 stations hooked up to its three networks by next year, and possibly will double its present 275,000 sets.
- West Germany, which last week got a new tv station, the U. S. Army-operated AFR-TV, is accounting for sales of 60,000 sets per month, will have more than a million sets in 1958 and will tune them in to 45 tv stations. Commercial tv is expected there shortly.
- Japan will also touch the 1 million set mark in 1958 and will have a choice of 35 stations to look at.
- Spain, trailing the European nations insofar as tv is concerned, will have three stations by next year. Spain now lists 1,000 sets.

Third Programme, he declared. To show how the combination system works in Italy, Mr. Von Brunn told the conventioneers: "Only four commercials are transmitted each day between 8:50 and 9 p.m., seven days a week, falling between the news and the big show of the evening. No live commercials are allowed. The film commercial is 2:25 minutes long, but only 20 seconds of this may be devoted to actual selling. The remaining 1:55 minutes of the 'commercial time' can show anything considered quality entertainment. No commission is allowable and the ad agency must negotiate with their client for the charges." Peak Italian tv audience, Mr. Von Brunn said, is 8 million with the average set at 4 million.

The future for tv abroad, he concluded, "is tremendous." More and more advertising will be placed in broadcast media overseas; Eurovision and other relay systems between nations are being developed until the point will be reached that "a twist of the dial may bring you a horse race from Rio or a geisha dancer from Tokyo"; last, but certainly not least, is the growth of film production for U. S. film companies and agencies in such countries as Mexico, Cuba and Venezuela.

Exhibitors attending the convention and "telling their stories" included McCann-Erickson International, Robert Otto & Co., J. Walter Thompson Co., Young & Rubicam, Burke Dowling Adams Inc., Grant Adv., Gotham-Vladimir Adv., CMQ Havana, RPC Network Panama, WAPA-TV San Juan, P. R., WKAQ Radio and WKAQ-TV San Juan, YSEB El Salvador, MCA-TV Film, and other organizations.

PREVIEW: A shy, bespectacled young man with a mother complex daydreams through Dodge commercials that poke fun at competitors' hard-sells

TIRED of automobile copy that stresses bigness, comfort and roominess and leaves everything else to your imagination? Want to get away from hard-sell pitches assaulting you with scientific gobbledygook? Dodge offers you escape . . . with Waldo!

Out of Grant Adv., Detroit, and Van Praag Productions, New York, comes a refreshingly new series of live action tv film commercials that's just as radical a departure from the tedium as Chrysler Corp.'s swept-wing tailgates. Starting this Saturday, viewers to the Lawrence Welk shows on ABC-TV will meet a character named Waldo. And what a character he is. A shy, bespectacled young man with a mother complex, Waldo has a predilection for daydreaming a la Walter Mitty.

"A male wallflower," is the way Grant copywriter Jim Moos imagines him. According to the agency's radio-tv director, Robert C. Mack, Waldo's sole function is "to make the Dodge a heroic car." He explains:

"Dr. (Ernest) Dichter of the Institute for Motivational Research notes that car ownership reflects the buyer's personality. Or at least what he imagines to be his personality. These commercials define the Dodge's personality. We're not merely selling Dodge," he says, "we're giving the prospective purchaser an emotional reason for wanting a Dodge. He may not get there faster than the guy in a Buick, but the guy in the Buick can't win his girl the way Waldo can in his Dodge!"

The four commercials take Waldo and place him in some pretty outlandish situations. First off, he rescues a pretty damsel from a criminal mob ("Waldo and His Mother"). Then he woos a girl at a dance and transports her to a magic island built just for three—Waldo, the girl and the Dodge ("Waldo at the Dance"). Waldo next can been seen in the African veldt, chasing lions and saving a girl from the cannibals ("B'wana Waldo"). And last, Waldo, working on the green of Boca Raton in Florida, whisks away his dreamgirl into the clouds in a Dodge that really flies ("Waldo at the Country Club").

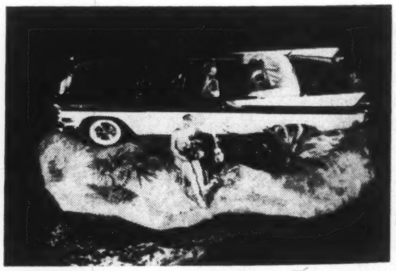
Says Van Praag's director, Bert Lawrence: "These films are deliberately overacted and fraught with hammed-up plots. We've done so in order to poke fun at the other automakers. Their copy has super-dooper torque, but ours has a well-lubricated tongue in cheek." The comment, "We're well-enough equipped for a safari," conjures up the image of Waldo, perched atop a Dodge ranch wagon as if it were an elephant, tracking down the king of the jungle.

Because it takes its inspiration from "MR," and because it approaches auto advertising in a very off-beat way, William Van Praag "expects a lot of controversy to come out of this." That's not all, though. The tune used throughout the four commercials has proved to be so catchy that copywriter Jim Moos and songwriter Gene Forrell are now turning the background music into a full-fledged "pop" song.

The people at Grant and Van Praag also hope the fans of Lawrence Welk will take a liking to the two people who play Waldo and his dreamgirl—an engaging young actor appropriately named Donn Driver and a handsome lass named Rita Colton. They should be swept into bigger things via Dodge's swept-wing tails.

WALDO & HIS MOTHER: Mike Hammer? Sam Spade? No. It's only Waldo but he's armed with a .45 pistol and a 1957 Dodge. Tipped off that a beautiful damsel's in distress, Waldo, two seconds earlier sitting with his mother in their Victorian living room, engrossed in "I, Private Eye," effects a dashing rescue. He returns home triumphant, acclaimed a hero by one and all. Implied: unlike other cars which kill, Dodge saves lives.

B'WANA WALDO: "Oomla, ooga menoba goomala ooble," or "He went thataway!" B'wana Waldo, his "Great Swept Wing" and his faithful blonde companion close upon the killer tiger. Giraffes scatter, birds whoop it up and natives run for their lives as the Dodge comes scooting across the veldt. In this first of the four 2-minute film commercials, Dodge pokes deliberate fun at its rivals' ad copy stressing "family fun and adventure."



WALDO AT THE DANCE: He has just persuaded the prettiest girl at the country club dance to take a ride in his new car. She may feel that she's "floating on air," but Waldo counters with an "of course, Dodge Torsion-Aire Ride." She can contain herself no longer. She swoons, "Oh Waldo! Take me away! Far away to some distant place!" And Waldo does. Right to this desert island built for three—Waldo, the dreamgirl and the dreamcar.

Central Iowa Loves WHO-TV!

NCS No. 2 CIRCULATION

	DAYTIME HOMES		NIGHTTIME HOMES	
	WEEKLY	DAILY	WEEKLY	DAILY
WHO-TV	181,490	121,620	211,500	166,460
Station B	175,650	123,430	204,280	163,920
Station C	176,340	104,930	218,690	148,320

It gives us a lot of satisfaction that the new Nielsen N.C.S. No. 2 runs very parallel to the audience coverage shown by the 1955 Iowa Television Audience Survey.

N.C.S. No. 2 now proves *again* that, day in and night out, WHO-TV gets into more Central Iowa homes than any other television station in the region!

You who have known the WHO *Radio* operation, over the years, will understand the Central Iowa audience preference for WHO-TV. Decades of highest integrity, public service, confidence and *believability* all add up to a QUALITY audience and QUALITY RESULTS.

WHO-TV is part of
Central Broadcasting Company,
which also owns and operates
WHO Radio, Des Moines
WOC-TV, Davenport

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Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.
National Representatives

NBC
Affiliate

fifth in a series of 12 ads

TAURUS

PURPOSEFUL

...and twelve months
out of every year
stations under the sign of MEEKER
benefit by:

PURPOSEFUL promotion prepared objectively for agency acceptance. Sales-stimulating ideas professionally presented by an expert Promotion-Research-Sales Development Department with 10 years experience in local and national sales.

the meeker company, inc.

radio and television station representatives

personalized selling of a limited list

new york chicago san francisco los angeles philadelphia

ALL THE TV THERE'S GOING TO BE

Advertisers can plan through 1958 on present tv station lineup

FOR the first time since tv began its spectacular growth, the buyer of television advertising can now plan campaigns in many major markets without wondering what service will be available a month or a year hence.

As far as advertising planning is concerned, the tv station system is now fixed. The advertiser can budget and the agency can buy through 1957, and at least through 1958, in the knowledge that few important television station changes will occur in major population centers.

Except for a handful of cases pending at the FCC, and a few stations now under construction, all the stations that will be operating a year, two years, from now are already operating. The buyer placing a campaign next year will make his selection from a station list that in the main exists today. For his purposes he can ignore talk out of Washington about television allocations changes.

And there has been talk, much of which may sound like gobbledegook to anyone who does not closely follow federal regulation. There are references to deintermixture, the Craven Plan, TASO, mileage separations, drop-ins, military invasion of the spectrum.

None of this talk is idle. Several proposals now under study in Washington could profoundly change the pattern of television—a decade from now. None can lead to any significant change this year or next.

The various proposals now before the FCC have many names and come from many motives. In one respect, however, they are commonly conceived. They all stem from the realization that Television 1957 is not as big as it ought to be and that the blueprint by which the present station system was built was imperfect.

But any change significant enough to eliminate the graver scarcities in tv station distribution must be a major change. In government regulation, major changes take place slowly. Meanwhile, here's how tv stands today, and will stand for quite a while.

Two weeks ago, the third vhf assignment to Boston proper was made, the Commission bestowing its nod on WHDH-*Boston-Herald Traveler*. In another few weeks remaining final decisions should be handed down in the Seattle, San Francisco-Oakland, Buffalo and Orlando, Fla., cases.

With these actions, the end of the line will have been reached in those bitterly contested tv comparative hearings for top markets which began in July 1952 when the tv "freeze" was ended.

The "freeze" was imposed in 1948 when it was discovered that many tv stations had been placed too close to each other, involving mutual interference. At the same time, the question of additional frequencies for tv came to the fore, as did color tv.

In 1952, the Commission ended the four-year hiatus. It established a nationwide table of channel allocations, meeting specified mileage separations between stations on the same and on adjacent channels. It intermixed both vhf and uhf (only vhf channels had been in use prior to that time) in many markets—on the express hope that the extra channels would, after a shake down period, provide added competition in cities where there were limited numbers of vhf outlets (one or two in many instances).

It was this decision to intermix which has caused the Commission the grief it has been facing in more recent years. The contemporary deintermixture proceedings seem to afford the fastest relief.

In about 20 instances the FCC added or deleted a vhf channel from an intermixed market. This has been done on the basis that there should be "comparable" facilities in as many cities as possible. This has usually meant three such outlets—either all vhf or all uhf.

So, with the final decisions in FCC top market hearing cases and with the deintermixture or "drop in" proposals which have already been made final or are still pending, the tv look for the country for the next few years—probably the next 10—can be pictured.

It is a canvas on which there are 62 markets with three or more comparable facilities among the top 125 markets. In these 62 markets, networks can each affiliate with an individual station. Advertisers can pick and choose among equal facilities.

TV IN THE 125 TOP MARKETS

A Two-Year Guide for Tv Buyers—See Next Two Pages

In alphabetical order, the 62 markets which now have at least three comparable facilities are these:

Albuquerque, N. M.; Atlanta, Ga.; Baltimore, Md.; Beaumont-Port Arthur, Tex. (third vhf, ch. 12, was just allocated there); Boston-Manchester-Brockton, Mass.; Charleston-Huntington, W. Va.; Chattanooga, Tenn.; Chicago, Ill.; Cincinnati, Ohio; Cleveland, Ohio; Columbus, Ohio; Dallas-Fort Worth, Tex.; Davenport, Iowa-Rock Island-Moline, Ill. (third vhf, ch. 8, was just allocated there); Denver, Colo.; Des Moines, Iowa; Detroit, Mich.-Windsor, Canada; Duluth, Minn.-Superior, Wis. (where the third vhf, ch. 10, was just allocated); El Pasco, Tex.-Ciudad, Juarez, Mexico; Evansville, Ind. (where all outlets will be uhf if the Commission goes through with its order to move ch. 7 from Evansville to Louisville, Ky.).

And Fresno, Calif. (where the outlets will be all uhf, if the FCC goes through with its plan to move ch. 12 from Fresno to Santa Barbara, Calif.); Harrisburg, Pa. (all uhf); Houston-Galveston, Tex.; Indianapolis-Bloomington, Ind.; Kansas City, Mo.; Little Rock-Pine Bluff, Ark.; Los Angeles, Calif.; Louisville, Ky. (if ch. 7 is finally allocated there); Memphis, Tenn.; Miami, Fla. (where a fourth vhf, ch. 6, has been allocated); Milwaukee, Wis.; Minneapolis-St. Paul, Minn.; Mobile, Ala.-Pensacola, Fla.; Nashville, Tenn.; New Orleans, La. (where ch. 12 was assigned to make three vhf outlets); New York City, N. Y.; Norfolk-Portsmouth-Newport News, Va. (where ch. 13 has been assigned to make three vhf outlets); Oklahoma City, Okla.; Omaha, Neb.; Peoria, Ill. (all uhf if the FCC goes through with its plan to move ch. 8 to Davenport-Rock Island-Moline); Philadelphia, Pa.-Wilmington, Del.; Phoenix, Ariz.; Pittsburgh, Pa.; Portland-Salem, Ore. (with a fourth vhf, ch. 2, proposed for Vancouver, Wash.); Providence, R. I.-Fall River-New Bedford, Mass. (where a third vhf, ch. 8, is proposed); Richmond-Petersburg, Va.; Sacramento-Stockton, Calif.; Salt Lake City, Utah; San Antonio, Tex.

And San Diego, Calif.-Tijuana, Mex.; San Francisco, Calif.; Scranton, Pa. (all uhf); Seattle-Tacoma, Wash.; Spartanburg-Greenville-Anderson, S. C.-Asheville, N. C.; Spokane, Wash.; St. Louis, Mo.; Syracuse, N. Y. (if the FCC goes through with its plan to move ch. 6 from Schenectady, N. Y.); Tampa-St. Petersburg, Fla. (with a third vhf, ch. 10, proposed for New Port Richey, Fla., near Tampa-St. Petersburg); Tucson, Ariz.; Tulsa-Muskogee, Okla.; Washington, D. C.; Wilkes-Barre-Hazleton, Pa. (all uhf); Wichita-Hutchinson, Kan., and Youngstown, Ohio (all uhf).

It also will be noticed that 10 of these markets are all-uhf.

In addition, in 10 of these cities, a third vhf has only recently been allocated; in some cases there are bound to be protracted legal battles before these channels are permanently assigned.

Since 1954, the anguished cries of uhf broadcasters who found they could not compete with vhf stations have rung in the corridors of the FCC and in the halls of Congress. The solution which has been urged has been deintermixture. In June 1956, the Commission reached a tentative conclusion—which, if taken at face value, indicated that serious consideration was being given to moving television to the uhf portion of the radio spectrum—or if not all tv, at least a major chunk of it.

The move to uhf would solve many

problems—certainly the vhf-uhf situation would vanish. But the dislocation to both broadcasters and the public would be radical. After all there are close to 40 million tv sets in the hands of the public, and the vast majority (some 33-35 million) are vhf. But in practice a shift of tv to all-uhf—or the shift of tv to uhf in a major geographical area of the country—would involve a transition period of at least 10 years. During this time, present vhf stations would undoubtedly operate on both vhf and uhf.

But, before doing anything so harsh, the Commission said (still in its June 1956 report) that it needed more information about the potentialities of uhf. To this end an all-industry group was formed last year. It has the British-sounding name of Television Allocations Study Organization, and is under the direction of Dr. George R. Town, former Iowa State U. professor and before that a tv engineer with the Stromberg-Carlson Co. in Rochester, N. Y.

TASO, as it is more commonly known in the trade, comprises a steering board representing five major elements in broadcasting. These are NARTB, the industry's trade association; Radio-Electronics-Television Manufacturers Assn.; Maximum Service Telecasters Inc., a group of major operating stations; Committee for Competitive Tv, a uhf group, and Joint Council on Educational Television, an educational group.

TASO has set up panels of technical experts to delve into various aspects of the uhf "problem." Its findings will be relayed to the FCC as a report, not a recommendation, sometime in about a year or 18 months. At that time, the Commission will again be faced with the intermixture problem. What will eventuate is anyone's guess.

One other move is underway. This is the

HOW TV STANDS IN THE TOP 125 MARKETS

HERE are the top 125 television markets, with a list of the facilities in each of them.

Usually, the first 100, or 200, markets in the United States are ranked numerically. For television, however, there is no single, numerical listing of top markets that is accepted by even a majority of broadcasters. The Census Bureau computes market rankings by metropolitan districts; NBC issues no listing at all; CBS uses one system, ABC another. Advertising agencies tailor-make their rankings.

In order to cover the top markets, B•T's list below encompasses 125 areas, arranged alphabetically. It is primarily based on the ABC and CBS tabulations submitted to the FCC in the protracted deintermixture hearings of the past several years. The listing of available facilities in these markets was taken from B•T's TELESTATUS (see pages 39-49).

Each market includes the operating stations and those authorized but not operating, including call letters, channel number and network affiliation. Those stations not yet on the air are identified by a black diamond (◆) following the channel number. All footnote explanations (+) are reported within each market listing. Non-commercial, educational stations are identified by an asterisk (*) following the channel.

AKRON
WAKR-TV (49) ABC

ALBANY-SCHENECTADY-TROY
WRGB (TV) (6)+ NBC
WTRI (TV) (35) ABC
WCDA (TV) (41) CBS
WTVZ (TV) (17*)◆
WPTR-TV (23)◆

+Ch. 6 to be moved to Syracuse.

ALBUQUERQUE
KOB-TV (4) NBC
KOAT-TV (7) ABC
KGGM-TV (13) CBS

ALLENTOWN-BETHLEHEM-EASTON
WLEV-TV (51) NBC
WGLV (TV) (57) ABC
WQCY (TV) 39◆
WFMZ-TV (67)◆

ATLANTA
WSB-TV (2) NBC
WAGA-TV (5) CBS
WLWA (TV) (11) ABC
WETV (TV) (30*)◆
WATL-TV (36)◆

ATLANTIC CITY
WHTO-TV (46)◆
WOCN (TV) (52)◆

AUGUSTA (GA.)
WJBF (TV) (6) ABC, NBC
WRDW-TV (12) CBS

AUSTIN (TEX.)
KTBC-TV (7) ABC, CBS, NBC

BAKERSFIELD
KERO-TV (10) NBC
KBAK-TV (29) CBS, ABC

BALTIMORE
WMAR-TV (2) CBS
WBAL-TV (11) NBC
WAAM (TV) (13) ABC
WTLF (TV) (18)◆
WITH-TV (72)◆

BATON ROUGE
WBRZ (TV) (2) ABC, NBC
WAFB-TV (28) CBS
WCNS (TV) (40)◆ July

BEAUMONT-PORT ARTHUR
KFDM-TV (6) CBS, ABC
KPAC-TV (4)◆
KBMT (TV) (31)◆
Ch. 12 open

BINGHAMTON (N. Y.)
WNBF-TV (12) CBS, ABC, NBC
WINR-TV (40)◆
WQTV (TV) (46*)◆

BIRMINGHAM
WBRC-TV (6) CBS
WBIQ (TV) (10*)
WABT (TV) (13) NBC, ABC
WBMG (TV) (42)◆

BRIDGEPORT-STAMFORD-NORWALK
WICC-TV (43) ABC
WSTF (TV) (27)◆
WCTB (TV) (71*)◆

BOSTON-MANCHESTER-BROCKTON
WGBH-TV (2*)
WBZ-TV (4) NBC
WNAC-TV (7) CBS, ABC
WMUR-TV (9) ABC
WHDH-TV (5)◆
WXEL (TV) (38)◆
WJDW (TV) (44)◆
WHEF-TV (62)◆

BROWNSVILLE-HARLINGEN-McALLEN
KJBT-TV (4) CBS, ABC

BUFFALO
WGR-TV (2) ABC
WBEN-TV (4) CBS
WBUF (TV) (17) NBC
WTVF (TV) (23*)◆
WNYT-TV (59)◆
Great Lakes Tv Inc., initial decision (7)◆

CANTON
WTLC (TV) (29)◆

CEDAR RAPIDS
WMT-TV (2) CBS
KCRG-TV (9) ABC

CHARLESTON (S. C.)
WUSN-TV (2) NBC
WCSC-TV (5), CBS, ABC

CHARLESTON-HUNTINGTON (W. VA.)
WSAZ-TV (3) NBC
WCHS-TV (8)
WHTN-TV (13) ABC, CBS
WKNA-TV (49)◆

CHARLOTTE
WBTV (TV) (3) CBS, ABC
WSOC-TV (9) NBC
WQMC (TV) (36)◆

CHATTANOOGA
WRGP-TV (3) NBC
WROM-TV (9) (from Rome, Ga.)
WDEF-TV (12) ABC, CBS

CHICAGO
WBBM-TV (2) CBS
WNBQ (TV) (5) NBC
WBKB (TV) (7) ABC
WGN-TV (9)
WTTW (TV) (11*)
WIND-TV (20)◆
WHFC-TV (26)◆
WOPT (TV) (44)◆

CINCINNATI
WLWT (TV) (5) NBC
WCPO-TV (9) ABC
WKRC-TV (12) CBS
WCET (TV) (48*)
WQXN-TV (54)◆

CLEVELAND
KYW-TV (3) NBC
WEWS (TV) (5) ABC
WJW-TV (8) CBS
WHK-TV (19)◆
WERE-TV (65)◆

COLUMBIA (S. C.)
WIS-TV (10) ABC, NBC
WNOK-TV (67) CBS

COLUMBUS (OHIO)
WLWC (TV) (4) NBC
WTVN-TV (6) ABC
WBNS-TV (10) CBS
WOSU-TV (34*)

CORPUS CHRISTI
KRIS-TV (6) NBC, ABC
KSIX-TV (10) CBS
KVDO-TV (22)

DALLAS-FORT WORTH
KRLD-TV (4) CBS
WBAP-TV (5) ABC, NBC
WFAA-TV (8) ABC, NBC
KFJZ-TV (11)

DAVENPORT-ROCK ISLAND-MOLINE
WHBF-TV (4) CBS, ABC
WOC-TV (6) NBC
Ch. 8 open.

DAYTON
WLWD (TV) (2) ABC, NBC
WHIO-TV (7) CBS
WIFE (TV) (22)◆

DENVER
KTVR (TV) (2)
KOA-TV (4) NBC
KRMA-TV (6*)
KLZ-TV (7) CBS
KBTV (TV) (9) ABC

DES MOINES (AMES)
WOI-TV (4) ABC
KRNT-TV (8) CBS
WHO-TV (13) NBC
KDPS-TV (11*)◆
KGTV (TV) (17)◆

DETROIT-WINDSOR
WJBK-TV (2) CBS
WWJ-TV (4) NBC
WXYZ-TV (7) ABC
CKLW-TV (9) CBC
WTVS (TV) (56*)
WBID-TV (50)◆

DULUTH-SUPERIOR
KDAL-TV (3) CBS, ABC
WDSM-TV (6) NBC
WFTV (TV) (38)◆
Ch. 10 open

EL PASO-CIUDAD JUAREZ
KROD-TV (4) ABC, CBS
XEJ-TV (5)
KTSM-TV (9) NBC
KILT (TV) (13)

ERIE
WICU (TV) (12) NBC, ABC
WSEE (TV) (35) CBS

EVANSVILLE (IND.)-HENDERSON (KY.)
WTVW (TV) (7)+ ABC
WEHT (TV) (50) CBS
WFIE (TV) (62) NBC

+Ch. 7 to be moved to Louisville; uhf to be substituted.

FLINT-SAGINAW-BAY CITY
WNEM-TV (5) NBC, ABC
WKNX-TV (57) CBS
WJRT (TV) (12)◆

FORT WAYNE
WANE-TV (15) CBS, ABC
WKJG-TV (33) NBC

FRESNO
KFRE-TV (12)+ CBS
KMJ-TV (24) NBC
KVVG (TV) (27)
KJEO (TV) (47) ABC
KBID-TV (53)◆

+Ch. 12 to be moved to Santa Barbara; uhf to be substituted.

GRAND RAPIDS-KALAMAZOO
WKZO-TV (3) CBS, ABC
WOOD-TV (8) NBC, ABC
WMCM (TV) (23)◆

GREENSBORO-WINSTON-SALEM-HIGH POINT
WFMY-TV (2) CBS, ABC
WSJS-TV (12) NBC
WTOB-TV (26) ABC

HARRISBURG
WHP-TV (55) CBS
WTPA (TV) (71) ABC
WCMB-TV (27)◆

HARTFORD-NEW BRITAIN
WHCT (TV) (18) CBS
WNBC (TV) (30) NBC
WTIC-TV (3)◆, September
WCHF (TV) (24*)◆

HOUSTON-GALVESTON
KPRC-TV (2) NBC
KUHT (TV) (8*)
KGUL-TV (11) CBS
KTRK (TV) (13) ABC
KXYZ-TV (29)◆
KNUZ-TV (39)◆

INDIANAPOLIS-BLOOMINGTON
WTTV (TV) (4) ABC
WFBM-TV (6) NBC
WISH-TV (8) CBS
WLWI (TV) (13)◆ September

JACKSON (MISS.)
WLBT (TV) (3) NBC, ABC
WJTV (TV) (12) CBS, ABC

JACKSONVILLE
WMBR-TV (4) CBS, ABC
WJHP-TV (36) NBC, ABC
WETJ (TV) (7*)◆
WFGA-TV (12)◆
WQIK-TV (30)◆

JOHNSTOWN-ALTOONA (PA.)
WJAC-TV (6) NBC
WFBG-TV (10) CBS, ABC, NBC
WARD-TV (19) CBS

KANSAS CITY
WDAF-TV (4) NBC
KCMO-TV (5) CBS
KMBC-TV (9) ABC

KNOXVILLE
WATE-TV (6) NBC
WBIR-TV (10) CBS
WTVK (TV) (26) ABC

so-called Craven plan—which under its original concept would have deleted the table of allocations entirely. This, it was felt by its author, Comr. T. A. M. Craven, would have opened the way for the addition of about 65 vhf assignments to key markets. This would have been accomplished by the use of what are now unused reserved educational channels, and the ability of applicants to apply for vhf channels wherever they could be fitted in.

Two weeks ago the FCC moved to put into action some of these desirable accomplishments. It proposed to delete the table of allocations, all right, but without touching the educational reservations, or those vhf and uhf assignments within 250 miles of the Canadian border, or those vhf assignments within 250 miles of the Mexican border. It also stoutly declared that it would deny any application for a vhf channel if it was within 75 miles of a uhf station, except where the uhf market was already receiving Grade A service from existing vhf outlets. And, it was adamant that no vhf grant would be made at less than the present mileage separations.

Comments on this rule-making proposal are due by June 3. Since the proposal meets all the hitherto voiced objections to the Craven plan, it undoubtedly will become effective. But just how many additional vhf assignments will be possible is at this moment an unknown equation.

The situation as of now is this: That the pattern of tv is set—for the next decade at least. And, although there are a few bad spots, there is a heavy concentration of comparable facilities throughout the country. The good and the bad will be evident to those checking the accompanying list of the facilities picture of the top 125 markets.

LANCASTER
WGAL-TV (8) NBC, CBS
WLAN-TV (21)◆

LANSING
WJIM-TV (6) NBC, CBS, ABC
WTOM-TV (54)◆

LITTLE ROCK-PINE BLUFF
KARK-TV (4) NBC
KATV (TV) (7) ABC
KTHV (TV) (11) CBS

LORAIN-ELYRIA (OHIO)
WEOL-TV (31)◆

LOS ANGELES
KNXT (TV) (2) CBS
KRCA-TV (4) NBC
KTLA (TV) (5)
KABC-TV (7) ABC
KHJ-TV (9)
KTTV (TV) (11)
KCOP (TV) (13)
KBIC-TV (22)◆

LOUISVILLE
WAVE-TV (3) NBC, ABC
WHAS-TV (11) CBS
WKLO-TV (21)◆
WQXL-TV (41)◆
Ch. 7 to be open.

LUBBOCK (TEX.)
KCBD-TV (11) ABC, NBC
KDUB-TV (13) CBS

MACON
WMAZ-TV (13) CBS, ABC, NBC

MADISON (WIS.)
WISC-TV (3) CBS
WHA-TV (21*)
WKOW-TV (27) ABC
WMTV (TV) (33) NBC

MEMPHIS
WREC-TV (3) CBS
WMCT (TV) (5) NBC
WKNO-TV (10*)
WHBQ-TV (13) ABC

MIAMI
WTHS-TV (2*)
WTVJ (TV) (4) CBS
WCKT (TV) (7) NBC
WITV (TV) (17) ABC
WPST-TV (10)◆ June
WMFL-TV (33)◆
Ch. 6 open

MILWAUKEE (WHITE FISH BAY)
WTMJ-TV (4) NBC
WITI-TV (6)
WISN-TV (12) ABC
WXIX (TV) (19) CBS
WMVS-TV (10*)◆
WCAN-TV (25)◆
WFOX-TV (31)◆

MINNEAPOLIS-ST. PAUL
WCCO-TV (4) CBS
KSTP-TV (5) NBC
KMGM-TV (9)
WTCN-TV (11) ABC
KTCA (TV) (2*)◆

MOBILE-PENSACOLA
WEAR-TV (3) ABC, CBS
WKRG-TV (5) CBS
WALA-TV (10) NBC, ABC
WPFA-TV (15)

NASHVILLE (OLD HICKORY)
WSM-TV (4) NBC
WLAC-TV (5) CBS
WSIX-TV (8) ABC

NEW HAVEN-WATERBURY
WNHC-TV (8)+ ABC, CBS
WATR-TV (53) ABC
WELI-TV (59)◆

+ Ch. 6 proposed to be substituted for ch. 8.

NEW ORLEANS
WDSU-TV (6) CBS, NBC
WYES (TV) (8*)
WJMR-TV (20) ABC
WWL-TV (4)◆ August
WCKG (TV) (26)◆
WWEZ-TV (32)◆
Ch. 12 open

NEW YORK (NEWARK)
WCBS-TV (2) CBS
WRCA-TV (4) NBC
WABD (TV) (5)
WABC-TV (7) ABC
WOR-TV (9)
WPIX (TV) (11)
WATV (TV) (13)
WNYC-TV (31)◆

NORFOLK-PORTSMOUTH
WTAR-TV (3) CBS, ABC
WVEC-TV (15) NBC
WTOV-TV (27)
WAVY-TV (10)◆ July
Ch. 13 open

OKLAHOMA CITY-ENID
WKY-TV (4) NBC
KGEO-TV (5) ABC
KWTV (TV) (9) CBS
KETA (TV) (13*)
KTVQ (TV) (25)◆

OMAHA
KMTV (TV) (3) NBC, ABC
WOW-TV (6) CBS
KETV (TV) (7)◆ September

ORLANDO
WDBO-TV (6) CBS, ABC, NBC
WEAL-TV (18)◆
WORZ Inc., initial decision (9)◆

PEORIA
WTVH (TV) (19) CBS, ABC
WEEK-TV (43) NBC
WIRL-TV (8)◆+

+ Ch. 8 moved to Davenport-Rock Island-Moline.

PHILADELPHIA-WILMINGTON
WRCV-TV (3) NBC
WFIL-TV (6) ABC
WCAU-TV (10) CBS
WPFH (TV) (12)
WPHD (TV) (23)◆
WSES (TV) (29)◆
WHYY-TV (35*)◆

PHOENIX (MESA)
KTVK (TV) (3) ABC
KPHO-TV (5)
KOOL-TV (10) CBS
KVAR (TV) (12) NBC

PITTSBURGH (IRWIN)
KDKA-TV (2) NBC, CBS, ABC
WQED (TV) (13*)
WENS (TV) (16) ABC
WCAE-TV, initial decision, (4)◆
WIIC (TV) (11)◆
WTVQ (TV) (47)◆
WKJF-TV (53)◆

PORTLAND (ME.)
WCSH-TV (6) NBC
WGAN-TV (13) CBS

PORTLAND-SALEM (ORE.)
KOIN-TV (6) CBS
KPTV (TV) (12) NBC
KGW-TV (8) ABC
KSLM-TV (3)◆
Ch. 2 proposed to be open at Vancouver, Wash.

POUGHKEEPSIE-NEWBURG-BEACON
WKNY-TV (66)◆

PROVIDENCE-FALL RIVER-NEW BEDFORD
WJAR-TV (10) NBC, ABC
WPRO-TV (12) CBS
WNET (TV) (16)◆
Ch. 6 proposed to be open, including New Bedford, Mass.

QUINCY-HANNIBAL
KHQA-TV (7) CBS
WGEM-TV (10) NBC, ABC

RALEIGH-DURHAM
WRAL-TV (5) NBC
WTVD (TV) (11) ABC
WNAO-TV (28) CBS

READING
WEEU-TV (33)◆
WHUM-TV (61)◆

RICHMOND-PETERSBURG
WTVR (TV) (6) ABC
WXEX-TV (8) NBC
WRVA-TV (12) CBS

ROANOKE
WDBJ-TV (7) CBS
WSLS-TV (10) NBC

ROCHESTER (N. Y.)
WROC-TV (5) NBC, ABC
WHEC-TV (10) CBS, ABC
WVET-TV (10) CBS, ABC
WCBF-TV (15)◆
WROH (TV) (21*)◆

ROCKFORD (ILL.)
WREX-TV (13) CBS, ABC
WTVO (TV) (39) NBC

SACRAMENTO-STOCKTON
KCRA-TV (3) NBC
KBET-TV (10) CBS
KOVR (TV) (13) ABC
KCCC-TV (40) ABC
KGMS-TV (46)◆

SALT LAKE CITY-OGDEN
KUTV (TV) (2) ABC
KTVT (TV) (4) NBC
KSL-TV (5) CBS
KUED (TV) (7*)◆ September

SAN ANTONIO
WOAI-TV (4) NBC
KENS-TV (5) CBS
KONO-TV (12) ABC
KCOR-TV (41)

SAN DIEGO-TIJUANA
XETV (TV) (6) ABC
KFMB-TV (8) CBS
KFSD-TV (10) NBC

SAN FRANCISCO-SAN JOSE
KRON-TV (4) NBC
KPIX (TV) (5) CBS
KGO-TV (7) ABC
KQED (TV) (9*)
KNTV (TV) (11)
KSAN-TV (32)
Channel Two Inc., initial decision (2)◆
KBAY-TV (20)◆
KPRT (TV) (26)◆

SCRANTON
WARM-TV (16) ABC
WDAU-TV (22) CBS
WTVU (TV) (44)

SEATTLE-TACOMA
KOMO-TV (4) NBC
KING-TV (5) ABC
KCTS (TV) (9*)
KTNT-TV (11) CBS
KTVW (TV) (13)
KIRO-TV, initial decision (7)◆

SHREVEPORT
KTBS-TV (3) NBC, ABC
KSLA-TV (12) CBS, ABC

SIOUX CITY
KTIV (TV) (4) NBC
KVTV (TV) (9) CBS, ABC

SOUTH BEND
WSBT-TV (34) CBS
WNDU-TV (46) NBC

SPARTANBURG-GREENVILLE-ASHEVILLE-ANDERSON
WFBC-TV (4) NBC
WSPA-TV (7) CBS
WLOS-TV (13) ABC
WAIM-TV (40) ABC
WGVL (TV) (23)◆

SPOKANE
KREM-TV (2) ABC
KXLY-TV (4) CBS
KHQ-TV (6) NBC

SPRINGFIELD (ILL.)
WICS (TV) (20) ABC, NBC
WMAY-TV (2)◆+

+ (WMAY-TV has been ordered to show cause why it should not shift to ch. 36.) Ch. 2 has been assigned to St. Louis.

SPRINGFIELD-HOLYOKE (MASS.)
WWLP (TV) (22) NBC, ABC
WHYN-TV (55) CBS

SPRINGFIELD (MO.)
KYTV (TV) (3) NBC, ABC
KTTS-TV (10) CBS

ST. LOUIS
KTVI (TV) (2)+ ABC
KWK-TV (4) CBS
KSD-TV (5) NBC
KETC (TV) (9*)
KMOX-TV (11)◆

+ Temporary authority to operate on this channel pending outcome of assignment of ch. 2 to St. Louis and potential hearings by applicants.

SYRACUSE
WSYR-TV (3) NBC
WHEN-TV (8) CBS, ABC
WHTV (TV) (43*)◆
Ch. 6 open pending show cause order

TAMPA-ST. PETERSBURG
WFLA-TV (8) NBC
WTVT (TV) (13) CBS
WSUN-TV (38) ABC
Ch. 10 proposed to be open at New Port Richey, Fla.

TERRE HAUTE
WTHI-TV (10) CBS, ABC
Ch. 2 open

TOLEDO
WSPD-TV (13) CBS, ABC, NBC
WTOH-TV (79)◆
Great Lakes Bcstg. Co., initial decision (11)◆

TOPEKA
WIBW-TV (13) CBS

TUCSON
KVOA-TV (4) NBC
KGUN-TV (9) ABC
KOLD-TV (13) CBS

TULSA-MUSKOGEE
KVOO-TV (2) NBC
KOTV (TV) (6) CBS
KTVX (TV) (8) ABC
KOED-TV (11*)◆
KSPG (TV) (17)◆
KCEB-TV (23)◆

UTICA-ROME
WKTV (TV) (13) NBC, ABC

WASHINGTON
WRC-TV (4) NBC
WTTG (TV) (5)
WMAL-TV (7) ABC
WTOP-TV (9) CBS
WOOK-TV (14)◆
WARL-TV (20)◆

WHEELING-STEUBENVILLE
WTRF-TV (7) NBC, ABC
WSTV-TV (9) CBS, ABC
WLTV (TV) (51)◆

WILKES-BARRE-HAZLETON
WBRE-TV (28) NBC
WILK-TV (34) ABC
WAZL-TV (63)◆

WORCESTER
WWOR-TV (41)◆

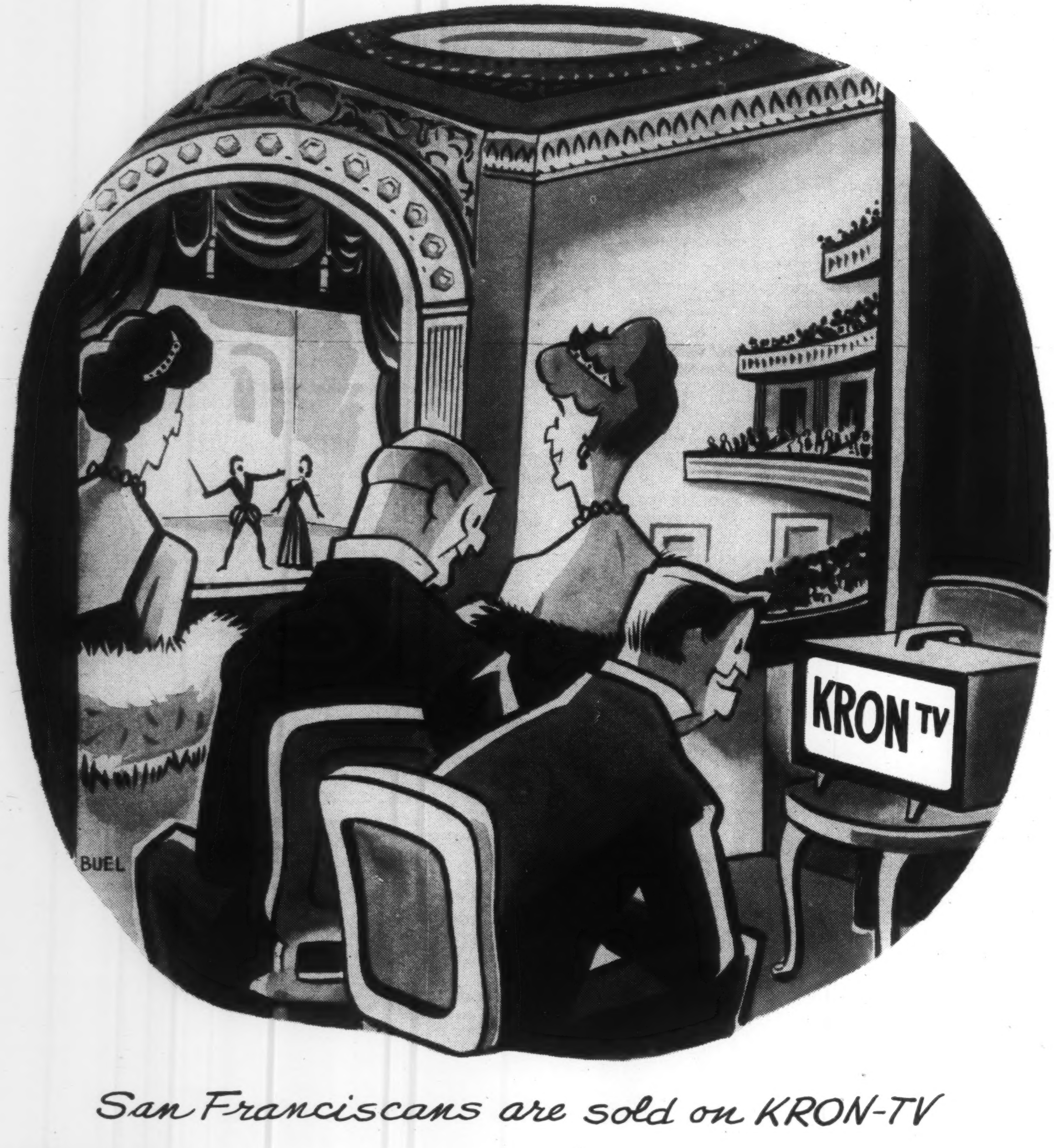
W. PALM BEACH (FLA.)
WPTV (TV) (5) NBC, CBS
WEAT-TV (12) ABC, CBS

WICHITA-HUTCHINSON
KARD-TV (3) NBC
KAKE-TV (10) ABC
KTVH (TV) (12) CBS

YORK (PA.)
WSBA-TV (43) ABC
WNOW-TV (49)

YOUNGSTOWN
WFMJ-TV (21) NBC
WKBN-TV (27) CBS, ABC
WXTV (TV) (73)◆

KRON is TV in SF



San Franciscans are sold on KRON-TV

OWL THEATRE
Mon-Wed 10:30 PM
Sun-Thurs 11 PM
AVAILABLE

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD

B•T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

March 1957

Total U. S. Stations on Air: 497
(Commercial: 473; Educational: 23)
Total Cities with Tv Stations: 314
Total Tv Homes: 38,700,000
(B•T Estimate as of Jan. 1, 1957)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date when known.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
► WAIQ (*2)
BIRMINGHAM—
► WABT (13) NBC, ABC; Harrington, Righter, Parsons; 370,000; N; $800
► WBIQ (*10)
► WBRC-TV (6) CBS; Katz; 370,000; N; $850
WBMG (42) 11/29/56-Unknown
DECATUR—
► WMSL-TV (23) NBC, CBS, ABC; McGillvra; 35,000; N; $150
DOTHAN—
► WTVY (9) CBS, ABC; Young; 59,600; N; $150
FLORENCE—
WOWL-TV (41) 1/30/57-Unknown
MOBILE—
► WALA-TV (10) NBC, ABC; H-R; 175,000; N; $450
► WKRG-TV (5) CBS; Avery-Knodel; 167,000; N; $450
MONTGOMERY—
► WCOV-TV (20) CBS, ABC; Young, 78,600; N; $200
► WSFA-TV (12) NBC; Katz; 146,969; N; $450
MUNFORD†—
► WTIQ (*7)
SELMA†—
WSLA (8) 2/52/54-Unknown

ARIZONA

FLAGSTAFF—
KOLF-TV (9) 5/29/56-Unknown
MESA (PHOENIX)—
► KVAR (12) NBC; Raymer; 175,825; N; $450
PHOENIX—
► KOOL-TV (10) CBS; Hollingbery; 181,000; N; $500
► KPHO-TV (5) Katz; 152,555; N; $450
► KTVK (3) ABC; Weed; 175.000; N, LF, LS; $400
TUCSON—
► KGUN-TV (9) ABC; Headley-Reed; 190,000; N, LF, LS; $300
► KOLD-TV (13) CBS; Hollingbery; 59,200; $300
► KVOA-TV (4) NBC; Branham; 59,100; N; $300
YUMA—
► KIVA (11) CBS, NBC, ABC; Raymer; 33,000; $200
KYAT (13) 1/25/56-Unknown

ARKANSAS

EL DORADO—
► KRBB (10) NBC, ABC; O'Connell; 55,000; $200
FORT SMITH—
► KFSA-TV (22) NBC, ABC; Pearson; 40.600; $200
► KNAC-TV (5) CBS; H-R; 61,367; $250
HOT SPRINGS—
KSPS (9) 2/16/56-Unknown
JONESBORO†—
KBTM-TV (4) 1/12/55-Unknown (Satellite of KATV Pine Bluff)
LITTLE ROCK—
► KARK-TV (4) NBC; Petry; 159,904; N; $450
► KTHV (11) CBS; Branham; 237,100; N; $450
► KATV (7) (See Pine Bluff)
PINE BLUFF—
► KATV (7) ABC; Avery-Knodel; 235,000; N; $450
TEXARKANA—
► KCMC-TV (6) (See Texarkana, Tex.)

CALIFORNIA

BAKERSFIELD—
► KBAK-TV (29) CBS, ABC; Weed; 110,000; $300
► KERO-TV (10) NBC; Petry; 153,000; N; $500
BERKELEY (SAN FRANCISCO)—
► KQED (*9)
CHICO—
► KHSL-TV (12) CBS, ABC; Avery-Knodel; 72,560; $250
EUREKA
► KIEM-TV (3) CBS, ABC, NBC; Blair Tv Assoc.; 36,500; $250
KHUM-TV (13) 1/16/56-Unknown
FRESNO—
► KFRE-TV (12) CBS; Blair; 252,300; N, LF, LS; $650
► KJEO (47) ABC; Branham; 185,710; N, LL, LS; $500
► KMJ-TV (24) NBC; Raymer; 176,000; N, LF, LS; $550
► KVVG (27) (See Tulare, Calif.)
KBID-TV (53) See footnote
LOS ANGELES
► KABC-TV (7) ABC; Katz; 2,722,819; $2,000
► KCOP (13) Petry; 2,722,819; $1,250
► KHJ-TV (9) H-R; 2,722,819; N; $1,500
► KNXT (2) CBS; CBS Spot Sls.; 2,722,819; N, LS, LF, LL; $3,500
► KRCA (4) NBC; NBC Spot Sls.; 2,722,819; N, LL, LS, LF: $3,600
► KTLA (5) Raymer; 2,722,819; N, LS, LF, LL; $1.500
► KTTV (11) Blair; 2,722,819; $2,000
KBIC-TV (22) 2/10/52-Unknown
MODESTO†—
KTRB-TV (14) 2/17/54-Unknown
OAKLAND (SAN FRANCISCO)—
Channel Two Inc. (2) Initial Decision 6/20/56
REDDING—
► KVIP (7) NBC, ABC; Branham; 60,000; N; $225
SACRAMENTO
► KBET-TV (10) CBS; H-R; 385,249; N, LF, LS; $700
► KCCC-TV (40) ABC; Weed; 153,000; $450
► KCRA-TV (3) NBC; Petry; 354,401; N, LF, LS; $750
KGMS-TV (46) 3/2/56-Unknown
SALINAS (MONTEREY)—
► KSBW-TV (8) CBS, ABC, NBC; H-R; 349,924; N; $350
SAN DIEGO—
► KFMB-TV (8) CBS; Petry; 449,928; N; $900
► KFSD-TV (10) NBC; Katz; 400,000; N; $800
SAN FRANCISCO—
► KGO-TV (7) ABC; Blair; 1,206,717; $1,700
► KPIX-TV (5) CBS; Katz; 1,206,717; N, LF, LS; $1,700
► KRON-TV (4) NBC; Peters, Griffin, Woodward; 1,206,717; N, LL, LS, LF; $1,700
► KSAN-TV (32) Stars National; 302,000; $115
KBAY-TV (20) 3/11/53-Unknown
KPRT (26) 12/20/56-Unknown
SAN JOSE†—
► KNTV (11) ABC, CBS, NBC; Weed; 244,100; $250
SAN LUIS OBISPO—
► KVEC-TV (6) ABC, CBS; H-R; 102,966; $200
SANTA BARBARA—
► KEYT (3) NBC, ABC, CBS; Hollingbery; 227,918; $450
STOCKTON†—
► KOVR (13) ABC; Avery-Knodel; 395,000; $650
TULARE—
► KVVG (27) Bernard; 155,700; $325

COLORADO

COLORADO SPRINGS—
► KKTV (11) CBS, ABC; Bolling; 68,820; $250
► KRDO-TV (13) NBC; Pearson; 44,000; $175
DENVER—
► KBTV (9) ABC; Peters, Griffin, Woodward; 427,408; $650
► KLZ-TV (7) CBS; Katz; 427,408; N; $750
► KOA-TV (4) NBC; NBC Spot Sls.; 427,408; N; $750
► KRMA-TV (*6)
► KTVR (2) Blair Tv Assoc.; 427,408; $500
GRAND JUNCTION†—
► KREX-TV (5) NBC, CBS, ABC; Holman; 22,361; $120
MONTROSE—
► KFXJ-TV (10) (Satellite of KREX-TV)
PUEBLO—
► KCSJ-TV (5) NBC; Pearson; 56,312; $155

CONNECTICUT

BRIDGEPORT—
► WICC-TV (43) ABC; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown
HARTFORD—
► WHCT (18) CBS; CBS Spot Sls.; 351,581; $650
WCHF (*24) 1/29/53-Unknown
WTIC-TV (3) 7/25/56-September
NEW BRITAIN—
► WNBC (30) NBC; NBC Spot Sales; 334,703; N; $600
NEW HAVEN†—
► WNHC-TV (8) ABC, CBS; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown
NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown
NORWICH†—
WCNE (*63) 1/29/53-Unknown
STAMFORD†—
WSTF (27) 5/27/53-Unknown
WATERBURY—
► WATR-TV (53) ABC; Stuart; 217,554; $200

DELAWARE

WILMINGTON—
► WPFH (12) Raymer; 2,051,000; N; LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
► WMAL-TV (7) ABC; H-R; $1,200
► WRC-TV (4) NBC; NBC Spot Sls.; 754,000; N: $1,250
► WTOP-TV (9) CBS; CBS Spot Sls.; 644,000; N, LF, LS; $1,800
► WTTG (5) Weed; 700,000; N; $720
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

DAYTONA BEACH†—
► WESH-TV (2) Petry; 60,000; N; $200
FORT LAUDERDALE—
► WITV (17) ABC; Forjoe; 273,000; $500
FORT MYERS†—
► WINK-TV (11) CBS, ABC; McGillvra; 23,500; $150
FORT PIERCE†—
WTVI (19) 4/19/55-Unknown
JACKSONVILLE—
► WJHP-TV (36) NBC, ABC; Petry; 107,750; N; $300
► WMBR-TV (4) CBS, ABC; CBS Spot Sls.; 272,500; N; $850
WETJ (*7) 2/28/57-Unknown
WFGA-TV (12) 8/31/56-Unknown
WQIK-TV (30) 8/12/53—Unknown
MIAMI—
► WCKT (7) NBC; NBC Spot Sls.; 391,000; N, LF, LS; $950
► WTHS-TV (*2)
► WTVJ (4) CBS; Peters, Griffin, Woodward; 395,000; N, LL, LF, LS; $1,000
► WITV (17) See Fort Lauderdale
WMFL (33) 12/9/53-Unknown
WPST-TV (10) 2/8/57-Unknown
WGBS-TV (23) (See footnote)
ORLANDO—
► WDBO-TV (6) CBS, ABC, NBC; Blair Tv Assoc.; 174,500; N; $450
WEAL-TV (18) 9/21/55-Unknown
WORZ Inc. (9) Initial Decision 8/10/55
PANAMA CITY—
► WJDM (7) ABC, CBS, NBC; Hollingbery; 30,100; $150
PENSACOLA—
► WEAR-TV (3) ABC, CBS; Hollingbery; 174,500; N; $300
WPFA-TV (15) See footnote
ST. PETERSBURG—
► WSUN-TV (38) ABC; Venard; 215,500; $400
TALLAHASSEE—
► WCTV (6) See Thomasville, Ga.
TAMPA—
► WFLA-TV (8) NBC; Blair; 350,000; N, LF, LS; $750
► WTVT (13) CBS; Katz; 340,000; N, LF, LS; $750
WEST PALM BEACH—
► WEAT-TV (12) ABC, CBS; H-R; 140,000; $250
► WPTV (5) NBC, CBS; Blair Tv Assoc.; 109,650; N; $275

GEORGIA

ALBANY†—
► WALB-TV (10) ABC, NBC; Venard; 45,000; $200

SAVE this monthly TELESTATUS section. Additional copies are available. Write Readers Service Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N. W., Washington 6, D. C.

B•T TELESTATUS

NEW TELESTATUS POLICY

WHILE the television station system was still growing rapidly, the B•T TELESTATUS was published weekly to keep advertisers, agency people and other interested readers currently and fully informed.

As the pace of new television grants diminished and tv markets stabilized, TELESTATUS was reduced to monthly frequency.

Almost all the desirable tv facilities have now been distributed; almost all the stations that will go on the air, under present allocations, have gone on the air. Accordingly, TELESTATUS will become a quarterly feature, published in the first issue of each quarter.

This is the last monthly TELESTATUS. It is also the last TELESTATUS to contain television set circulation estimates for individual stations. These estimates, provided by the stations themselves and submitted to B•T in the form of sworn affidavits, were useful when no reliable, central source of tv set circulation existed. Now that A. C. Nielsen and the Advertising Research Foundation have compiled county-by-county set figures, the individual station estimates may be abandoned. Most buyers have access to the central sources.

The quarterly TELESTATUS reports will continue to contain other information which buyers have found most useful—the location, identity and channel number of stations, together with target dates of stations under construction, the status of network affiliations, national representations, color equipment and station rates.

The Editors

ATHENS†—
WGTV (*8) 9/5/56-Unknown
ATLANTA—
► WAGA-TV (5) CBS; Katz; 578,000; N, LS, LF; $1,000
► WLWA (11) ABC; WLW Sales; 558,280; $900
► WSB-TV (2) NBC; Petry; 577,140; N, LS, LF; $1,000
WETV (*30) 3/21/56-Unknown
WATL-TV (36) See footnote
AUGUSTA—
► WJBF (6) NBC, ABC; Hollingbery; 218,907; N; $350
► WRDW-TV (12) CBS; Branham; 184,100; $350
COLUMBUS—
► WDAK-TV (28) NBC, ABC; Headley-Reed; 136,959; N; $300
► WRBL-TV (4) CBS, ABC; Hollingbery; 131,800; N; $400
MACON—
► WMAZ-TV (13) CBS, ABC; NBC (per program basis); Avery-Knodel; 122,000; N; $360
SAVANNAH—
► WSAV-TV (3) NBC, ABC; Blair Tv Assoc.; 150,501; N; $275
► WTOC-TV (11) CBS, ABC; Avery-Knodel; 153,670; N; $300
THOMASVILLE—
► WCTV (6) NBC, CBS, ABC; Blair Tv Assoc.; 106,421; $250

IDAHO

BOISE†—
► KBOI-TV (2) CBS; Peters, Griffin, Woodward; 71,975; $250
► KIDO-TV (7) ABC, NBC; Blair Tv Assoc.; 85,000; N; $250
IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC: Gill-Perna; 56,109; $200
LEWISTON†—
► KLEW-TV (3) CBS, ABC, NBC; Weed; 21,000; $150 (satellite of KIMA-TV Yakima, Wash.)
POCATELLO†—
KSEI-TV (6) 4/25/56-Unknown
TWIN FALLS†—
► KLIX-TV (11) CBS, ABC, NBC; Gill-Perna; 22,625; $175
KHTV (13) 11/9/55-Unknown

ILLINOIS

BLOOMINGTON—
WBLN (15) See footnote
CHAMPAIGN—
► WCIA (3) CBS, NBC; Hollingbery; 403,370; N: $900
CHICAGO—
► WBBM-TV (2) CBS; CBS Spot Sls; 2,425,696; N; $3,900
► WBKB (7) ABC; Blair; 2,425,696; $2,400
► WGN-TV (9) Petry; 2,425,696; N, LL, LF, LS; $1,800
► WNBQ (5) NBC; NBC Spot Sls.; 2,425,696; N. LL, LS, LF; $4,000
► WTTW (*11)
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
WOPT (44) 2/10/54-Unknown
DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 55,500; $150
DECATUR—
► WTVP (17) ABC; 190,000; $350
EVANSTON†—
WTLE (32) 8/12/53-Unknown
HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000; $150
LASALLE
WEEQ-TV (35) 2/13/57-Unknown (satellite of WEEK-TV Peoria)
PEKIN—
WPKN (69) 2/13/57-Unknown
PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; 244,420; N; $475
► WTVH (19) CBS, ABC; Petry; 224,000; N; $500
WIRL-TV (8) 6/27/56 (Construction prohibited until completion of deintermixture rulemaking.)
QUINCY (HANNIBAL, MO.)—
► WGEM-TV (10) NBC, ABC; Young; 161,000; N; $250
► KHQA-TV (7) See Hannibal, Mo.
ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC; Avery-Knodel; 325,319; N; $800
ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; 278,004; N, LF, LS; $450
► WTVO (39) NBC; Headley-Reed; 166,270; N; $300
SPRINGFIELD—
► WICS (20) ABC, NBC; Young; 103,580; $250
WMAY-TV (2) 6/27/56 (Ordered to show cause why station should not operate on ch. 36).
URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
WCBC-TV (61) 3/16/56-Unknown
BLOOMINGTON—
► WTTV (4) ABC; Meeker; 670,050; N; $1,000
ELKHART (SOUTH BEND)—
► WSJV (52) ABC; H-R; 215,814; $300
EVANSVILLE—
► WFIE (62) NBC; Venard; 141,364; N; $400
► WEHT (50) See Henderson, Ky.
► WTVW (7) ABC; Hollingbery; 184,522; N, LF, LS; $350
FORT WAYNE—
► WANE-TV (15) CBS, ABC; Petry; 139,625; N; $400
► WKJG-TV (33) NBC; Raymer; 164,364; N; $450
HATFIELD—
WVSJ-TV (9) Initial Decision-2/18/57
INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; 702,000; N, LL, LF, LS; $1,200
► WISH-TV (8) CBS; Bolling; 698,000; N, LF, LS; $1,300
► WTTV (4) See Bloomington
WLWI (13) 3/8/57-September; ABC
LAFAYETTE—
► WFAM-TV (59) CBS, NBC; Rambeau; 190,000; N; $200
MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC; Holman, Walker; 107,250; N; $225
PRINCETON†—
WRAY-TV (52) See footnote
ROANOKE—
WPTA (21) 9/6/56-Unknown
SOUTH BEND (ELKHART)—
► WNDU-TV (46) NBC; Petry; 186,000; N; $500
► WSBT-TV (34) CBS; Raymer; 206,363; N; $400
TERRE HAUTE—
► WTHI-TV (19) CBS, ABC; Bolling; 251,970; N; $500

IOWA

AMES—
► WOI-TV (5) ABC; Weed; 300,000; N; $500
CEDAR RAPIDS—
► KCRG-TV (9) ABC; Weed; 325,977; N; $450
► WMT-TV (2) CBS; Katz; 344,380; N; $625
DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Peters, Griffin, Woodward; 317,902; N; $800
DES MOINES—
► KRNT-TV (8) CBS; Katz; N; $700
► WHO-TV (13) NBC; Peters, Griffin, Woodward; 322,000; N, LF, LS; $700
KDPS-TV (11*) 12/12/56-Unknown
KGTV (17) See footnote
FORT DODGE—
► KQTV (21) NBC, CBS; Pearson; 46,365; $150
MASON CITY—
► KGLO-TV (3) CBS; Weed; 135,932; $350
OTTUMWA—
► KTVO (3) (See Kirksville, Mo.)
SIOUX CITY—
► KTIV (4) NBC; Hollingbery; 231,670; N; $350
► KVTV (9) CBS, ABC; Katz; 214,570; N; $425
WATERLOO—
► KWWL-TV (7) NBC; Avery-Knodel; 324,866; N; $625

KANSAS

ENSIGN—
KTVC (6) 1/25/56-March (satellite of KAKE-TV Wichita)
GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown
GREAT BEND—
► KCKT (2) NBC, ABC; Bolling; 186,097; N; $250
HUTCHINSON (WICHITA)—
► KTVH (12) CBS; H-R; 251,135; N; $575
► KAKE-TV (10) See Wichita
► KARD-TV (3) See Wichita
MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown
PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; 161,851; $300
TOPEKA—
► WIBW-TV (13) CBS; Capper; 621,139; N; $550
WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 266,237; N; $600
► KARD-TV (3) NBC; Petry; 265,430; N, LL, LF, LS; $550
► KTVH (12) See Hutchinson

KENTUCKY

ASHLAND†—
WALN-TV (59) Petry; 8/14/52-Unknown
HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Young; 150,000; N; $400
LEXINGTON—
► WLEX-TV (18) NBC, ABC, CBS; Bolling; $218.50
WLAP-TV (27) 12/3/53-Unknown
LOUISVILLE—
► WAVE-TV (3) NBC, ABC; NBC Spot Sls.; 506,966; N; $1,025
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $1,000
WQXL-TV (41) Forjoe; 1/15/53-Unknown
WKLO-TV (21) See footnote
NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown
OWENSBORO—
WKYT (14) 3/14/56-Unknown
PADUCAH†—
WPSD-TV (6) 11/14/56-May; Pearson; $400

LOUISIANA

ALEXANDRIA—
► KALB-TV (5) NBC, ABC, CBS; Weed; 136,400; $250
BATON ROUGE—
► WAFB-TV (28) CBS; Blair Tv Assoc.; 104,000; $250
► WBRZ (2) NBC, ABC; Hollingbery; 227,400; N; $300
WCNS (40) 7/19/56-July
LAFAYETTE—
► KLFY-TV (10) CBS; Venard; 132,811; N; $250
LAKE CHARLES
► KPLC-TV (7) NBC, ABC; Weed; 172,898; $250
► KTAG (25) CBS; Young; 68,648; $150

NEW TV STATIONS

THE following tv stations started regular programming within the past two months: WTWV (TV) (ch. 9) Tupelo, Miss.; KTWO-TV (ch. 2) Casper, Wyo.; KBAS-TV (ch. 4) Ephrata, Wash.; WSOC-TV (ch. 9) Charlotte, N. C., and WYES (TV) (ch. *8) New Orleans.

NOW

UNDISPUTED

NUMBER 1 IN

OMAHA

COUNCIL BLUFFS

Dominant
All Day — 33.2 average
Morning — 33.5
Afternoon — 33.1

March—April 1957
HOOPER

24 HOURS

AVERY-KNODEL
REP.

5000 WATTS

KOIL

B·T TELESTATUS

MONROE—
► KNOE-TV (8) CBS, ABC, NBC; H-R; 285,000; N; $400
KLSE (*13) 12/14/56-Unknown

NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC; Blair; 424,008; N, LF, LS; $900
► WJMR-TV (20) CBS, ABC; Weed; 300,000; N; $300
► WYES (*8)
WCKG (26) Gill-Perna; 4/2/53-Unknown
WWEZ-TV (32) 9/26/56-Unknown
WWL-TV (4) 7/13/56-August; Katz

SHREVEPORT—
► KSLA-TV (12) CBS, ABC; Raymer; N; 170,000; $400
► KTBS-TV (3) NBC, ABC; Petry; 249,695; N; $500

MAINE

AUGUSTA—
WPTT (10) 11/14/56-Unknown

BANGOR—
► WABI-TV (5) ABC, NBC; Hollingbery; 106,000; N; $300
► WTWO (2) CBS; Venard; $300

POLAND SPRING—
► WMTW (8) CBS. ABC; Harrington. Righter & Parsons; 288,170; $400

PORTLAND—
► WCSH-TV (6) NBC; Weed; 190,200; N; $500
► WGAN-TV (13) CBS; Avery-Knodel; 185,000; N; $400

PRESQUE ISLE—
► WAGM-TV (8) CBS; Venard; $150

MARYLAND

BALTIMORE—
► WAAM (13) ABC; Harrington. Righter & Parsons; 727,307; N; $1,275
► WBAL-TV (11) NBC; Petry; 727,307; N, LL, LS, LF; $1,500
► WMAR-TV (2) CBS; Katz; 727,307; N, LF, LS; $1,500
WITH-TV (72) Forjoe: 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown

SALISBURY—
► WBOC-TV (16) ABC, CBS; Headley-Reed; 56,590; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Peters. Griffin, Woodward; 1,420,106; N, LS, LF; $2,400
► WGBH-TV (*2) N, LL, LF. LS
► WNAC-TV (7) CBS, ABC; H-R; 1.420.106; N; $3,000
► WMUR-TV (9) (See Manchester. N. H.)
WHDH-TV (5) 4/26/57-Unknown
WXEL (38) 10/12/55-Unknown
WJDW (44) 3/12/53-Unknown

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)—
WTAO-TV (56) See footnote

GREENFIELD—
WRLP (32) 7/5/56-Unknown (Satellite of WWLP Springfield, Mass.)

PITTSFIELD†—
► WCDC (19) Harrington, Righter & Parsons (Satellite of WCDA Albany, N. Y.)

SPRINGFIELD—
► WHYN-TV (55) CBS; Branham; 250,000; N; $600
► WWLP (22) NBC, ABC; Hollingbery; 250,000; N, LS; $600

WORCESTER—
WWOR-TV (14) See footnote

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) Everett-McKinney; 31.000; $150
WUOM-TV (*26) 11/4/53-Unknown

BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC, ABC; Petry; 580.536; N, LF, LS; $800

CADILLAC—
► WWTV (13) CBS, ABC; Weed; 369,607; $350

DETROIT—
► WJBK-TV (2) CBS; Katz; 1,600,000; N, LL, LF, LS; $2,600
► WTVS (*56)
► WWJ-TV (4) NBC; Peters, Griffin, Woodward; 1,600.000; N, LF, LS; $2.400
► WXYZ-TV (7) ABC; Blair; 1,600,000; N; $2,200
► CKLW-TV (9) CBC; Young; 1,600,000; $1,100 (See Windsor, Ont.)
WBID-TV (50) 11/19/53-Unknown

EAST LANSING†—
► WKAR-TV (*60)

FLINT†—
WJRT (12) 5/12/54-Unknown

GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; 574,280; N; $1.175
WMCM (23) 9/2/54-Unknown

IRONWOOD—
WJMS-TV (12) 11/30/55-Unknown

KALAMAZOO—
► WKZO-TV (3) CBS, ABC; Avery-Knodel; 667,520; N; $1,300

LANSING—
► WJIM-TV (6) NBC, CBS, ABC; Peters, Griffin, Woodward; 652,530; N; $1,000
WTOM-TV (54) See footnote

MARQUETTE†—
► WDMJ-TV (6) Weed; $200

ONONDAGO—
State Board of Agriculture and Tv Corp. of Mich. (sharetime) (10) Initial Decision—3/6/57

PORT HURON—
WHLS-TV (34) 11/14/56-Unknown

SAGINAW (BAY CITY, MIDLAND)
► WKNX-TV (57) CBS; Gill-Perna; 160,000; N; $375

TRAVERSE CITY—
► WBPN-TV (7) NBC; Holman; 64,393; $144

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Avery-Knodel; 115,126; $200

DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) CBS, ABC; Avery-Knodel; 127,500; $400
► **WDSM-TV (6) See Superior, Wis.**
WFTV (38) See footnote

MINNEAPOLIS-ST. PAUL—
► KMGM-TV (9) Branham; 632,000; $1,500
► KSTP-TV (5) NBC; Petry; 688,558; N, LS, LF; $1,640
► WCCO-TV (4) CBS; Peters, Griffin, Woodward; N, LL; $1,600
► WTCN-TV (11) ABC; Katz; 615,000; $1,200
KTCA-TV (*2) 6/20/56-Unknown

ROCHESTER—
► KROC-TV (10) NBC, ABC, CBS; Meeker; 120,000; N; $250

MISSISSIPPI

BILOXI†—
WVMI (13) Initial Decision 6/5/56

COLUMBUS†—
► WCBI-TV (4) CBS, NBC; Everett-McKinney; 51,000; $150

HATTIESBURG—
► WDAM-TV (9) NBC, ABC; Pearson; 77,646; N; $175

JACKSON—
► **WJTV (12) CBS, ABC; Katz; 155,000; $360**
► WLBT (3) NBC, ABC; Hollingbery; 181,000; N; $360

LAUREL—
WTLM (7) 2/21/57-Unknown

MERIDIAN—
► WTOK-TV (11) CBS, ABC, NBC; Headley-Reed; 86,031; N; $250
WCOC-TV (30) See footnote

TUPELO—
► WTWV (9) NBC; $150

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS, NBC; Headley-Reed; 167,674; N; $600

COLUMBIA—
► KOMU-TV (8) NBC, ABC; H-R; 102,190; $250

HANNIBAL (QUINCY, ILL.)
► KHQA-TV (7) CBS; Weed; 174,880; N; $350
► **WGEM-TV (10) See Quincy, Ill.**

JEFFERSON CITY—
► KRCG (13) CBS, ABC; Blair Tv Assoc.; 113,780; $250

JOPLIN—
► KODE-TV (12) CBS; Avery-Knodel; 131,420; N; $300

KANSAS CITY—
► KCMO-TV (5) CBS; Katz; 634,540; N; $1,350
► KMBC-TV (9) ABC; Peters, Griffin, Woodward; 634,540; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 634,540; N, LS, LF; $1,060

KIRKSVILLE—
► KTVO (3) CBS, NBC; Bolling; 222,954; $300

ST. JOSEPH—
► KFEQ-TV (2) CBS; Blair Tv Assoc.; 180,867; $400

ST. LOUIS—
► **KETC (*9)**
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 967,002; N, LS, LF; $1,200
► KTVI (36) ABC; Weed; 422,422; $400 (Given temporary authority to operate on ch. 2, effective April 15.)
► KWK-TV (4) CBS, ABC; Katz; 850,000; N; $1,500
KMOX-TV (11) 3/29/57-Unknown

SEDALIA†—
► **KDRO-TV (6) Pearson; 57,000; $200**

SPRINGFIELD—
► KTTS-TV (10) CBS; Weed; 111,188; N; $325
► KYTV (3) NBC, ABC; Hollingbery; 112,563; N; $275

MONTANA

BILLINGS†—
► **KOOK-TV (2) CBS, ABC, NBC; Headley**-Reed; 28,500; $200
KGHL-TV (8) 11/23/55-Unknown

BUTTE†—
► **KXLF-TV (4) ABC;** No estimate given; $100

GLENDIVE—
KXGN-TV (5) 3/13/57-Unknown

GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, NBC; Blair Tv Assoc.; 30,500; $150

HELENA
KABL-TV (10) 2/13/57-Unknown
KXLJ-TV (12) 2/13/57-Unknown (Satellite of KXLF-TV Butte, Mont.)

KALISPELL†—
KGEZ-TV (9) Cooke; 7/19/56-Unknown

MISSOULA—
► KMSO-TV (13) CBS, ABC, NBC; Gill-Perna; 34,000; $150

NEBRASKA

HASTINGS—
► KHAS-TV (5) NBC; Weed; 84,280; N; $200

HAYES CENTER—
► **KHPL-TV (6) (Satellite of KHOL-TV Holdrege)**

KEARNEY (HOLDREDGE)—
► KHOL-TV (13) CBS, ABC; Meeker; 119,000; (Includes satellite KHPL-TV); N; $300

LINCOLN—
► **KOLN-TV (10) ABC, CBS; Avery-Knodel;** 211,079; $450
► **KUON-TV (*12)**

OMAHA—
► KMTV (3) NBC, ABC; Petry; 412,250; N, LL, LS, LF; $900
► WOW-TV (6) CBS; Blair; 412,000; N; $900
KETV (7) 4/27/56-September; ABC; H-R

SCOTTSBLUFF†—
► KSTF (10) (Satellite KFBC-TV Cheyenne)

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Pearson; 30,500; N, LL, LF, LS; $225

LAS VEGAS—
► KLAS-TV (8) CBS; Weed; 35,000; $250
► **KLRJ-TV (2) See Henderson**
► **KSHO-TV (13) Forjoe; 27,900; $200**

RENO—
► KOLO-TV (8) CBS, ABC, NBC; Pearson; 55,000; $300
KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown

MANCHESTER (BOSTON)—
► WMUR-TV (9) ABC (CBS, NBC per program basis); Forjoe; 1,127,959; $600

MT. WASHINGTON†—
► **WMTW (8) See Poland Spring, Me.**

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote

ATLANTIC CITY—
WOCN (52) 1/8/53-Unknown
WHTO-TV (46) See footnote

CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown

NEWARK (NEW YORK CITY)—
► **WATV (13) Fojoe; 4,730,000; $2,000**

NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KGGM-TV (13) CBS; Weed; 93,340; N; $300
► KOAT-TV (7) ABC; Hollingbery; 90,500; N; $300
► KOB-TV (4) NBC; Branham; 103,600; N; $325

CARLSBAD—
► KAVE-TV (6) CBS, NBC; Branham; 30,000; $150

CLOVIS—
► KICA-TV (12) CBS; Pearson; 20,900; $150

ROSWELL—
► KSWS-TV (8) NBC, ABC, CBS; Meeker; 71,305; $250

SANTA FE—
KVIT (2) 1/25/56-May

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WCDA (41) CBS; Harrington, Righter & Parsons; 280,000; N; $400
► WTRI (35) ABC; Venard; 207,500; $400
WPTR-TV (23) 6/10/53-Unknown
WTVZ (*17) 7/24/52-Unknown

BINGHAMTON—
► WNBF-TV (12) CBS, ABC, NBC; Blair; 464,790; N; $1,000
WINR-TV (40) 9/29/54-Unknown
WQTV (*46) 8/14/52-Unknown

BUFFALO—
► **WBEN-TV (4) CBS; Harrington, Righter &** Parsons; 579,102 (plus 758,446 Canadian coverage); N, LS, LF, LL; $1,050
► WBUF (17) NBC; NBC Spot Sls.; 178,100; N; $650
► WGR-TV (2) ABC; Peters, Griffin, Woodward; 586,625 (plus 640,892 Canadian coverage); $1,025
WNYT-TV (59) 11/23/55-Unknown
WTVF (*23) 7/24/52-Unknown
Great Lakes Tv Inc. (7) Initial Decision 1/31/56

CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS. ABC (NBC per program basis); Weed; 83,826 (plus 118,840 Canadian coverage); $200

ELMIRA—
► WSYE-TV (18) NBC; Harrington, Righter & Parsons (Satellite WSYR-TV Syracuse)
WTVE (24) See footnote

HAGAMAN—
► WCDB (29) (Satellite WCDA Albany, N. Y.)

ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

LAKE PLACID (PLATTSBURG)—
► WPTZ (5) NBC, ABC; Blair Tv Assoc.; 150,000 (plus 350,000 Canadian coverage); $300

NEW YORK—
► WABC-TV (7) ABC; Blair; 4,730,000; $4,150

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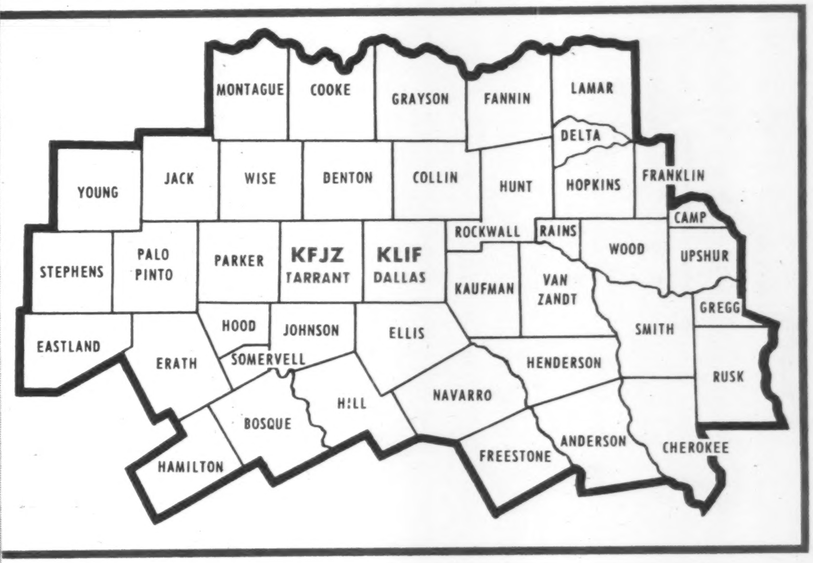
Stations	6 a.m. - 12 Noon	12 Noon - 6 p.m.	6 p.m. - 12 Mid.
KLIF-KFJZ	**30**	**28**	**29**
Network Station 'A' (CBS)	15	16	17
Network Station 'B' (NBC)	15	16	15
Network Station 'C' (ABC)	7	6	7
Network Station 'D' (Mut.)	5	5	5
Independent Station 'A'	7	6	6
Independent Station 'B'	2	3	xa
Independent Station 'C'	2	2	3
Independent Station 'D'	1	x	x
Independent Station 'E'	1a	x	x
Independent Station 'F'	1	1	2
Miscellaneous	14	17	16
Total Percentage	100	100	100
Homes Using Radio	26.3	27.2	21.3

Area surveyed . . . Dallas-Fort Worth 43-county area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GRAYSON
FANNIN
LAMAR
DELTA
YOUNG
JACK
WISE
DENTON
COLLIN
HUNT
HOPKINS
FRANKLIN
CAMP
ROCKWALL
RAINS
WOOD
UPSHUR
STEPHENS
PALO PINTO
PARKER
KFJZ TARRANT
KLIF DALLAS
KAUFMAN
VAN ZANDT
GREGG
SMITH
EASTLAND
HOOD
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Dallas-Fort Worth
43-County Area, February, 1957

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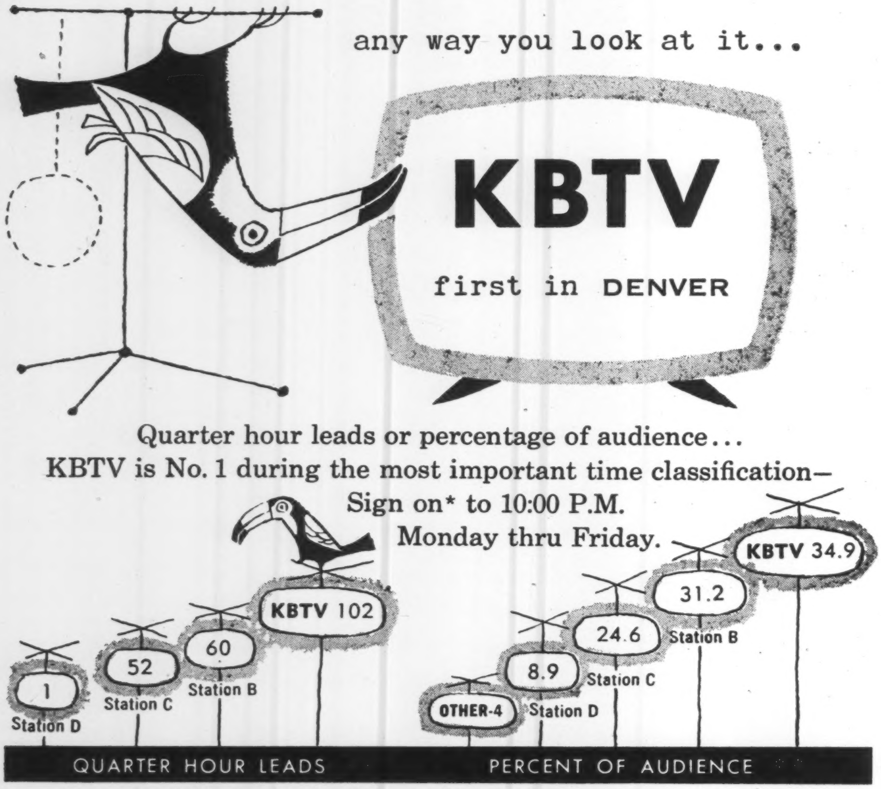

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John C. Mullins, President
Joe Herold, Station Manager
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B·T TELESTATUS

- ► WABD-TV (5) Weed; 4,730,000; N, LL, LF, LS $2.200
- ► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $8.000
- ► WOR-TV (9) WOR-TV Sls.; 4,730,000; $2,000
- ► WPIX (11) Peters, Griffin, Woodward; 4,730,000; $2.000
- ► WRCA-TV (4) NBC; NBC Spot Sls; 4,730,000; N, LS, LF, LL; $9,200
- ► WATV (13) See Newark, N. J.
- WREG (*25) 8/14/52-Unknown
- WNYC-TV (31) 5/12/54-Unknown

POUGHKEEPSIE—
- WKNY-TV (66) See footnote

ROCHESTER—
- ► WROC-TV (5) NBC, ABC; Peters, Griffin, Woodward; 382,750; N; $700
- ► WHEC-TV (10) CBS, ABC; Everett-McKinney; 327.000; N; $700
- ► WVET-TV (10) CBS, ABC; Bolling; 327,000; N, LF, LS; $700
- WCBF-TV (15) 5/10/53-Unknown
- WROH (*21) 7/24/52-Unknown

SCHENECTADY (ALBANY, TROY)—
- ► WRGB (6) NBC; NBC Spot Sls.; 503,000; N; $1,350

SYRACUSE—
- ► WHEN (8) CBS, ABC; Katz; 380.000; N; $850
- ► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 479,950; N, LS, LF; $900
- WHTV (*43) 9/18/52-Unknown

UTICA—
- ► WKTV (13) NBC, ABC; Cooke; 214,000; N; $550

NORTH CAROLINA

ASHEVILLE—
- ► WISE-TV (62) NBC, CBS; Bolling; 38,000; $150
- ► WLOS-TV (13) ABC; Venard; 358,215; N; $400

CHAPEL HILL†—
- ► WUNC-TV (*4)

CHARLOTTE—
- ► WBTV (3) CBS, ABC; CBS Spot Sls.; 528,210; N, LL, LS, LF; $1,000
- ► WSOC-TV (9) NBC; H-R; $900
- WQMC (36) See footnote

DURHAM—
- ► WTVD (11) ABC; Petry; 293,046; N; $550

FAYETTEVILLE†—
- ► WFLB-TV (18) ABC, CBS, NBC; Biern-Smith; 51,600; $120

GASTONIA†—
- WTVX (48) 4/7/54-Unknown

GREENSBORO—
- ► WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; 465,507; N, LF, LS; $650

GREENVILLE—
- ► WNCT (9) CBS, ABC; Hollingbery; 185,000; N; $400

NEW BERN†—
- WNBE-TV (13) 2/9/55-Unknown

RALEIGH—
- ► WNAO-TV (28) CBS; Forjoe; 149,125; N; $325
- ► WRAL-TV (5) NBC; H-R; 334,161; N, LF, LS; $600

WASHINGTON—
- ► WITN (7) NBC; Headley-Reed; 150,784; N; $325

WILMINGTON—
- ► WMFD-TV (6) NBC, ABC, CBS; Wagner-Smith Assoc.; 123,238; $250

WINSTON-SALEM—
- ► WSJS-TV (12) NBC; Headley-Reed; 586,384; N; $600
- ► WTOB-TV (26) ABC; Venard; 133,720; $200

NORTH DAKOTA

BISMARCK—
- ► KBMB-TV (12) CBS; Weed; 43,800; N; $150
- ► KFYR-TV (5) NBC, ABC; Blair Tv Assoc.; 43,940; $275

DICKINSON—
- ► KDIX-TV (2) CBS, ABC, NBC; Holman; 23,500; $150

FARGO—
- ► WDAY-TV (6) NBC, ABC; Peters, Griffin, Woodward; 92,679; N; $450

GRAND FORKS—
- ► KNOX-TV (10) NBC; Rambeau; 40,000; N; $200

MINOT—
- ► KCJB-TV (13) CBS, NBC, ABC; Weed; 30,000; $250
- KMOT (10) 10/5/55-Unknown

WILLISTON—
- ► KUMV-TV (8) (satellite of KFYR-TV Bismarck)

VALLEY CITY—
- ► KXJB-TV (4) CBS; Weed; 133,000; N, LF, LS; $500

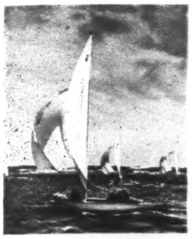
OHIO

AKRON—
- ► WAKR-TV (49) ABC; Weed; 174,066; $300

ASHTABULA†—
- WICA-TV (15) See footnote

CANTON†—
- WTLC (29) 3/22/56-Unknown

CINCINNATI—
- ► WCET (*48)
- ► WCPO-TV (9) ABC; Blair; 850,800; N; $1,200
- ► WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
- ► WLWT (5) NBC; WLW Sls.; 487,000; N; $800
- WQXN-TV (54) Forjoe; 5/14/53-Unknown



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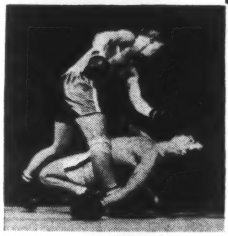

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B•T TELESTATUS

CLEVELAND—
► WEWS (5) ABC; Blair; 1,210,000; N; $1,650
► KYW-TV (3) NBC; Peters, Griffin, Woodward; 1,249,019; N; $1,950
► WJW-TV (8) CBS; Katz; 1,146,150; N; $2,000
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

COLUMBUS—
► WBNS-TV (10) CBS; Blair; 552,700; N; $825
► WLWC (4) NBC; WLW Sls.; 361,000; N; $800
► WOSU-TV (*34)
► WTVN-TV (6) ABC; Katz; 381,451; $600

DAYTON—
► WHIO-TV (7) CBS; Hollingbery; 637,330; N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 332,000; N; $800
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; 76,487; $150

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown

OXFORD—
WMUB-TV (*14) 7/19/56-Unknown

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Knodel; 1,045,580; N; $500
► WTRF-TV (7) See Wheeling

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; 406,000; N; $1,000
WTOH-TV (79) 10/20/54-Unknown
Great Lakes Bcstg. Co. (11) Initial Decision-3/21/57

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; 202,771; N; $400
► WKBN-TV (27) CBS, ABC; Raymer; 202,534; N; $450
WXTV (73) 11/2/55-Unknown

ZANESVILLE—
► WHIZ-TV (18) NBC, ABC, CBS; Pearson; 51,349; $150

OKLAHOMA

ADA—
► KTEN (10) ABC (CBS, NBC per program basis); Venard; 93,152; N; $225

ARDMORE—
► KVSO-TV (12) NBC; Pearson; 81,000; N; $150

ENID—
► KGEO-TV (5) ABC; Blair Tv Assoc.; 264,510; N; $600

LAWTON—
► KSWO-TV (7) ABC; Pearson; 71,000; $150

MUSKOGEE—
► KTVX (8) ABC; Avery-Knodel; 290,687; $600

OKLAHOMA CITY—
► KETA (*13)
► KGEO-TV (5) (See Enid, Okla.)
► KWTV (9) CBS; Avery-Knodel; 402,213; N; $800
► WKY-TV (4) NBC; Katz; 402,213; N, LL, LF, LS; $920
KTVQ (25) See footnote

TULSA—
► KOTV (6) CBS; Petry; 319,312; N; $825
► KTVX (8) (See Muskogee)
► KVOO-TV (2) NBC; Blair; 319,312; N, LF, LS; $750
KOED-TV (*11) 7/21/54-Unknown
KSPG (17) 2/4/54-Unknown
KCEB (23) See footnote

OREGON

EUGENE—
► KVAL-TV (13) NBC, ABC (CBS per program basis); Hollingbery; 70,047; N; $300

KLAMATH FALLS†—
► KOTI (2) CBS, ABC, NBC; Blair Tv Assoc.; 16,898; $150

COOS BAY—
KOOS-TV (16) 9/4/56-Unknown

MEDFORD—
► KBES-TV (5) ABC, CBS, NBC; Blair Tv Assoc.; 39,850; $250

PORTLAND—
► KGW-TV (8) ABC; Blair; 325,077; $700
► KOIN-TV (6) CBS; CBS Spot Sls.; 385,550; N; $700
► KPTV (12) NBC; Hollingbery; 356,442; N, LF, LS; $800

ROSEBURG—
► KPIC (4) Hollingbery; 12,643; $150 (satellite of KVAL-TV Eugene, Ore.)

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WQCY (39) Weed; 8/12/53-Unknown
WFMZ-TV (67) See footnote

ALTOONA—
► WFBG-TV (10) CBS, ABC, NBC; Blair; 448,500; $750

BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; 89,307; N; $200

EASTON†—
► WGLV (57) ABC; Headley-Reed; 94,635; $175

ERIE—
► WICU (12) NBC, ABC; Petry; 223,500; N; $700
► WSEE (35) CBS; Young; 164,000; $250

HARRISBURG—
► WHP-TV (55) CBS; Bolling; 241,449; $325
► WTPA (71) ABC; Harrington, Righter & Parsons; 242,500; N; $350
WCMB-TV (27) (See footnote)

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
► WARD-TV (19) CBS; Weed; $200
► WJAC-TV (6) NBC; Katz; 1,073,202; N, LL, LS, LF; $1,000

LANCASTER (HARRISBURG, YORK)—
► WGAL-TV (8) NBC, CBS; Meeker; 917,320; N, LS, LF; $1,200
WLAN-TV (21) 11/8/56-Unknown

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N, LF, LS; $3,250
► WFIL-TV (6) ABC; Blair; 2,235,000; N, LL, LS, LF; $3,200
► WRCV-TV (3) NBC; NBC Spot Sls.; 2,090,000; N, LL, LF, LS; $3,200
WHYY-TV (*35) 3/28/56-Unknown
WPHD (23) 9/28/55-Unknown
WSES (29) 3/28/56-Unknown

PITTSBURGH—
► KDKA-TV (2) NBC, CBS, ABC; Peters, Griffin, Woodward; 1,200,000; N; $2,000
► WENS (16) ABC; Branham; 445,000; $450
► WQED (*13)
WIIC (11) Blair; 7/20/55-Unknown
WTVQ (47) Headley-Reed; 12/23/52-Unknown
WCAE-TV (4) Initial Decision 4/9/57
WKJF-TV (53) See footnote

READING—
WEEU-TV (33) See footnote
WHUM-TV (61) See footnote

SCRANTON—
► WARM-TV (16) ABC; Bolling; 250,000; $225
► WDAU-TV (22) CBS; H-R; 310,000; N; $500
WTVU (44) See footnote

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 324,000; N, LL, LS, LF; $575
► WILK-TV (34) ABC; Avery-Knodel; 306,000; N; $300

WILLIAMSPORT†—
WRAK-TV (36) 11/32/52-Unknown; Meeker

YORK—
► WNOW-TV (49) Keller; 137,500; $200
► WSBA-TV (43) ABC; Young; 138,480; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Weed; 1,404,202; N; $1,200
► WPRO-TV (12) CBS; Blair; 1,404,202; $1,100
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) ABC; Headley-Reed; 127,550; N; $150

CAMDEN†—
WACA-TV (14) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Peters, Griffin, Woodward; 202,000; N; $300
► WUSN-TV (2) NBC; Weed; 202,000; $300

COLUMBIA—
► WIS-TV (10) NBC, ABC; Peters, Griffin, Woodward; 220,873; N; $400
► WNOK-TV (67) CBS; Raymer; 110,000; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; 151,968; N; $300

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 264,623; N; $450
WGVL (23) See footnote

SPARTANBURG—
► WSPA-TV (7) CBS; Hollingbery; 286,765; N; $450

SOUTH DAKOTA

ABERDEEN†—
KDHS (9) 8/30/56-Unknown

DEADWOOD†—
KDSJ-TV (5) 8/8/56-Unknown

FLORENCE—
► KDLO-TV (3) (Satellite of KELO-TV Sioux Falls)

RAPID CITY†—
► KOTA-TV (3) CBS, ABC, NBC; Headley-Reed; 19,293; $150
KRSD-TV (7) 12/20/56-Unknown

RELIANCE†—
KPLO-TV (6) 12/20/56-June (Satellite of KELO-TV Sioux Falls)

SIOUX FALLS—
► KELO-TV (11) NBC, ABC, CBS; H-R; 202,811; (includes satellite KDLO-TV Florence); $450

TENNESSEE

BRISTOL—
► WCYB-TV (5) (See Bristol, Va.)

CHATTANOOGA—
► WDEF-TV (12) CBS, ABC; Branham; 227,055; N; $450
► WRGP-TV (3) NBC; H-R; 229,164; N; $400
► WROM-TV (9) McGillvra; 174,330; $150

JACKSON—
► WDXI-TV (7) CBS, ABC; Venard; 103,500; N; $200

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC; Pearson; 215,000; $300

KNOXVILLE—
► WATE-TV (6) NBC; Avery-Knodel; 213,240; N; $600
► WBIR-TV (10) CBS; Katz; 213,240; N; $600
► WTVK (26) ABC; Pearson; 168,455; N; $300

MEMPHIS—
► WHBQ-TV (13) ABC; H-R; 497,921; $900
► WKNO-TV (*10)
► WMCT (5) NBC; Blair; 497,921; N; $900
► WREC-TV (3) CBS; Katz; 497,921; $900

NASHVILLE—
► WLAC-TV (5) CBS; Katz; 335,500; N; $750
► WSIX-TV (8) ABC; Hollingbery; 380,000; $575
► WSM-TV (4) NBC; Petry; 291,538; N, LF, LS; $825

TEXAS

ABILENE—
► KRBC-TV (9) NBC; Raymer; 66,648; $225

ALPINE—
KAMT-TV (12) 8/30/56-Unknown

AMARILLO—
► KFDA-TV (10) CBS, ABC; Blair Tv Assoc.; 99,420; $340
► KGNC-TV (4) NBC; Katz; 99,420; N; $340

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC; Raymer; 181,155; N; $525

BEAUMONT—
► KFDM-TV (6) CBS, ABC; Peters, Griffin, Woodward; 136,090; N; $350
KBMT (31) See footnote

BIG SPRING—
► KEDY-TV (4) CBS; Branham; 48,821; $150 (satellite of KDUB-TV Lubbock)

BROWNWOOD—
KNBT-TV (19) 6/6/56-Unknown

BRYAN—
KBTX-TV (3) 12/8/56-May; Raymer; $150

CORPUS CHRISTI—
► KRIS-TV (6) NBC, ABC; Peters, Griffin, Woodward; 80,000; N; LF, LS; $300
► KSIX-TV (10) CBS; H-R; $250
► KVDO-TV (22) Young; 47,000; $150

DALLAS—
► KRLD-TV (4) CBS; Branham; 602,525; N; $1,100
► WFAA-TV (8) ABC, NBC; Petry; 602,525; N; $1,000

EL PASO—
► KILT (13) Young; 91,563; $250
► KROD-TV (4) ABC, CBS; Branham; 106,129; N; $450
► KTSM-TV (9) NBC; Hollingbery; 97,257; N; $325

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Peters, Griffin, Woodward; 600,000; N, LL, LF, LS; $1,000
► KFJZ-TV (11) Blair: 595,023; $800

GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; 523,000; N; $1,000

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC; H-R; 85,817 (plus 8,000 Mexican coverage); $300

HOUSTON—
► KPRC-TV (2) NBC; Petry; 510,000; N; $1,000
► KTRK (13) ABC; Hollingbery; 510,000; N, LF, LS; $850
► KUHT (*8)
► KGUL-TV (11) See Galveston
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown

LAREDO†—
► KHAD-TV (8) CBS, NBC, ABC; Pearson; 14,348; $150

LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; 138,549; N; $350
► KDUB-TV (13) CBS; Branham; 143,183; N, LS, LF; $630 (includes satellites KPAR-TV and KEDY-TV

LUFKIN—
► KTRE-TV (9) Venard; 60,106; $225 (Station receives NBC shows from KPRC-TV Houston.)

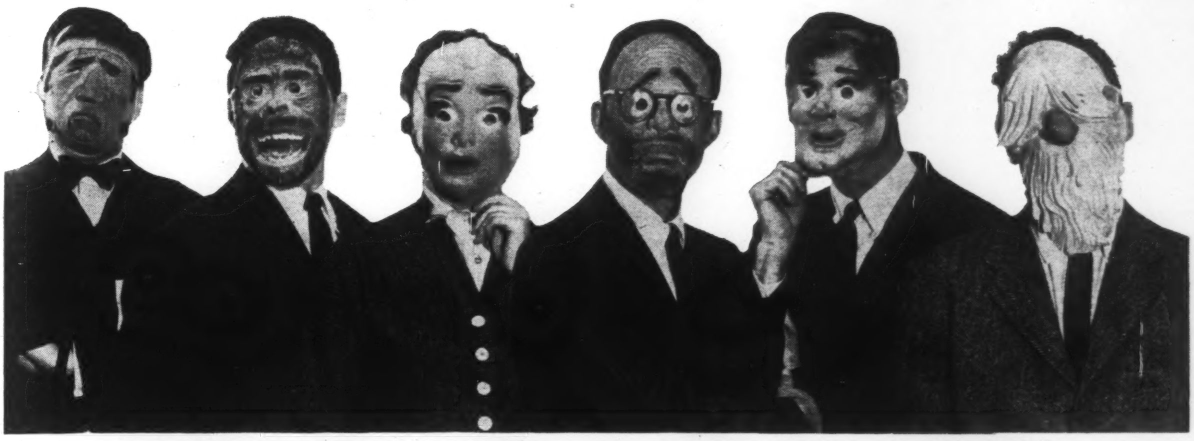
MIDLAND—
► KMID-TV (2) NBC, ABC; Venard; 78,000; $200

ODESSA—
► KOSA-TV (7) CBS; Pearson; 90,164; $250

PORT ARTHUR—
KPAC-TV (4) 3/20/57-Unknown

SAN ANGELO—
► KTXL-TV (8) CBS, NBC, ABC; Vernard; 44,622; $200
KVTX (3) 2/28/57-Unknown

SAN ANTONIO—
► KCOR-TV (41) O'Connell; 70,000; $200
► KENS-TV (5) CBS; Peters, Griffin, Woodward; 354,652; N; $700
► KONO-TV (12) ABC; H-R; 350,000; N; $560
► WOAI-TV (4) NBC; Petry; 353,617; N, LL, LS, LF; $700



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Other methods of tallying circulation concern themselves primarily with *quantity;* only vaguely with *quality* . . . or with classifying, rechecking, separating haphazard giveaway copies from bona fide subscribers who *pay* for theirs. It's the kind of addition that pays no attention to padding.

Quantity figures may *look* impressive. (A nickel is over twice the size of a dime—but worth only half a much.) There is a vast difference, however, between somebody who gets a free magazine whether or not he wants it, and someone who must spend money to be *sure* he gets it.

This is why membership in the Audit Bureau of Circulation is the truest test of a publication's stature. For the ABC audits and verifies *paid* circulation only . . . does it impartially, strictly without compromise or guesswork. The sleight-of-hand to fool ABC examiners has never been invented.

Of the several business publications that seek to cover the radio and television fields, *only* BROADCASTING-TELECASTING can offer you an ABC statement. It verifies a *paid* distribution for B-T averaging 16,959 copies in the last six-month period audited—which is even more than the paid circulation claimed (in various occult ways) by the other radio-tv magazines combined.

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* *To the 40 biggest-billing radio-tv agencies, for example? B-T has over 5,100* paid-for *subscriptions in the agency-&-advertiser fields. More than 1,000 key persons are included from the Big 40 that spent nearly one billion dollars in radio-tv last year!*

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B•T TELESTATUS

SWEETWATER (ABILENE)—
► KPAR-TV (12) CBS; Branham; 64,628; $200 (satellite of KDUB-TV Lubbock, Tex.)

TEMPLE (WACO)—
► KCEN-TV (6) NBC; Hollingbery; 171,550; N; $350

TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) CBS, ABC; Venard; 100,000; N; $260

TYLER—
► KLTV (7) NBC, ABC, CBS; H-R; 108,000; $300

VICTORIA—
Alkek Tv Co. (19) Initial Devision-3/28/57

WACO (TEMPLE)—
► KWTX-TV (10) ABC, CBS; Raymer; 139,000; $250

WESLACO (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Raymer; 85,817 (plus 8,000 Mexican coverage); $250

WICHITA FALLS—
► KFDX-TV (3) NBC, ABC; Raymer; 127,500; N, LF, LS; $350
► KSYD-TV (6) CBS; Blair Tv Assoc.; 127,500; N; $350

UTAH

SALT LAKE CITY—
► KSL-TV (5) CBS; CBS Spot Sls.; 212,000; N; $600
► KTVT (4) NBC; Katz; 212,000; N, LS; $600
► KUTV (2) ABC; Avery-Knodel; 212,000; $600
KUED (7*) 12/13/56-September

VERMONT

BURLINGTON—
► WCAX-TV (3) CBS; Weed; 150,000; $450

VIRGINIA

ARLINGTON—
WARL-TV (20) 10/10/56-Unknown

BRISTOL—
► WCYB-TV (5) NBC, ABC; Weed; 368,870; N, LF, LS; $300

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON—
► WVEC-TV (15) See Norfolk

HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC; Peters, Griffin Woodward; 139,617; $250

LYNCHBURG—
► WLVA-TV (13) ABC; Hollingbery; 308,675; N; $300 (film)

NEWPORT NEWS—
WACH-TV (33) See footnote

NORFOLK—
► WTAR-TV (3) CBS, ABC; Petry; 422,196; N, LS, LF; $875
► WTOV-TV (27) McGillvra; 210,000; $380
► WVEC-TV (15) NBC; Avery-Knodel; 188,000; N; $350

PETERSBURG—
► WXEX-TV (8) See Richmond

PORTSMOUTH—
WAVY-TV (10) ABC; H-R; 5/30/56-July

RICHMOND—
► WRVA-TV (12) CBS; Harrington, Righter & Parsons; N, LF, LS; $700
► WTVR (6) ABC; Blair; 408,240; N, LF, LS; $875
► WXEX-TV (8) NBC; Forjoe; 415,835; N, LF, LS; $750

ROANOKE—
► WDBJ-TV (7) CBS; Peters, Griffin, Woodward; 402,000; $600
► WSLS-TV (10) NBC; Avery-Knodel; 402,000; N, LF, LS; $675

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS; Forjoe; 305,845; $435

EPHRATA†—
► KBAS-TV (43) (Satellite of KIMA-TV Yakima, Wash.)

PASCO—
► KEPR-TV (19) CBS, ABC, NBC; Weed; 35,000; N; $200 (Satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
► KCTS (*9)
► KING-TV (5) ABC; Blair; 558,700; N, LF, LS; $1,100
► KOMO-TV (4) NBC; NBC Spot Sls.; 558,700; N; LL, LF, LS; $1,125
► KTNT-TV (11) CBS; Weed; 558,700; N; $900
► KTVW (13) Hollingbery; 558,700; $600
KIRO-TV (7) Initial Decision 4/5/55

SPOKANE—
► KHQ-TV (6) NBC; Katz; 208,580; N, LL, LF, LS; $625
► KREM-TV (2) ABC; Petry; 208,580; N, LF, LS; $600
► KXLY-TV (4) CBS; Avery-Knodel; 208,580; N; $600

VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

WALLA WALLA—
KRTV (8) 10/24/56-Unknown (Satellite of KIMA-TV Yakima, Wash.)

YAKIMA—
► KIMA-TV (29) CBS, ABC, NBC; Weed; 89,000; $450

WEST VIRGINIA

BLUEFIELD—
► WHIS-TV (6) NBC, ABC; Katz; 173,684; N; $200

CHARLESTON—
► WCHS-TV (8) Branham; 540,340; N, LF, LS; $550
WKNA-TV (49) See footnote

CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Unknown

FAIRMONT†—
► WJPB-TV (35) NBC, ABC; Gill-Perna; 34,600; $200

HUNTINGTON—
► WHTN-TV (13) ABC, CBS; Petry; 365,005; N; $450
► WSAZ-TV (3) NBC; Katz; 357,620; N, LL, LF, LS. $1,000

OAK HILL (BECKLEY)—
► WOAY-TV (4) ABC; Pearson; 357,230; $200

PARKERSBURG—
► WTAP (15) NBC, ABC, CBS; Pearson; 58,750; $150

WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; 312,640; N; $500
► WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) NBC, ABC; Hollingbery; 132,000; N; $350

GREEN BAY—
► WBAY-TV (2) CBS; Weed; 247,000; $500
► WFRV-TV (5) ABC, CBS; Headley-Reed; 245,000; N; $400
► WMBV-TV (11) See Marinette

LA CROSSE—
► WKBT (8) CBS, NBC, ABC; H-R; 130,000; $360

MADISON—
► WHA-TV (*21)
► WISC-TV (3) CBS; Peters, Griffin, Woodward; 309,275; N, LF, LS; $550
► WKOW-TV (27) ABC; Headley-Reed; 130,500; N; $250
► WMTV (33) NBC; Young; 132,000; N; $280

MARINETTE (GREEN BAY)—
► WMBV-TV (11) NBC, ABC; Venard; 220,826; $250

MILWAUKEE—
► WISN-TV (12) ABC; Petry; 700,000; N, LF, LS; $1,000
► WITI-TV (6) Branham; 630,000; N, LL, LF, LS; $500
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 781,222; N, LL, LF, LS; $1,150
► WXIX (19) CBS; CBS Spot Sls.; 325,000; N; $800
WFOX-TV (31) 5/4/5-Unknown
WMVS-TV (*10) 6/6/56-Unknown
WCAN-TV (25) See footnote

SUPERIOR (DULUTH, MINN.)—
► WDSM-TV (6) NBC; Peters, Griffin, Woodward; 128,200; N; $400
► KDAL-TV (3) See Duluth, Minn.

WAUSAU—
► WSAU-TV (7) CBS, NBC, (ABC per program basis); Meeker; 110,000; $350

WHITEFISH BAY—
► WITI-TV (6) See Milwaukee

WYOMING

CASPER—
► KTWO-TV (2) ABC, NBC; Meeker; $150
KSPR-TV (6) 1/30/57-May; Walker

CHEYENNE—
►KFBC-TV (5) CBS, ABC, NBC; Hollingbery; 70,972; $150
RIVERTON—
KWRB-TV (10) 9/26/56-June

ALASKA

ANCHORAGE†—
►KENI-TV (2) ABC, NBC; Fletcher, Day; 25,000; $100
►KTVA (11) CBS; Alaska Radio-Tv Sls.; 25,000; $150
FAIRBANKS†—
►KFAR-TV (2) NBC, ABC; Fletcher, Day; 9,600; $150
►KTVF (11) CBS; Alaska Radio-Tv Sls.; 10,500; $135
JUNEAU†—
►KINY-TV (8) CBS; Alaska Radio-Tv Sls.; 2,500; $60

GUAM

AGANA†—
►KUAM-TV (8) NBC, CBS; Young; 5,000; $120

HAWAII

HILO†—
►KHBC-TV (9) (Satellite of KGMB-TV Honolulu)
HONOLULU†—
►KGMB-TV (9) CBS; Peters, Griffin, Woodward; 111,000 (includes Hilo and Wailuku satellites); $350
►KONA (2) NBC; NBC Spot Sls.; 102,850 (includes Wailuku satellite); $350
►KULA-TV (4) ABC; Young; 94,380; $250
KHVH-TV (13) 12/6/56-April; Raymer
WAILUKU†—
►KMAU-TV (3) (Satellite KGMB-TV Honolulu)
►KMVI-TV (12) (Satellite KONA Honolulu)

PUERTO RICO

CAGUAS†—
WSUR-TV (9) 4/25/56-Unknown
MAYAGUEZ†—
►WORA-TV (5) CBS, ABC; Young; 30,000; N; $150
PONCE†—
WKBM-TV (11) 5/3/36-Unknown
SAN JUAN†—
►WAPA-TV (4) ABC, NBC; Caribbean Networks; 160,000; $250
►WKAQ-TV (2) CBS; Inter-American; 140,000; $375
WIPR-TV (*6) 2/2/55-Unknown

CANADA

BARRIE, ONT.—
►CKVR-TV (3) Mulvihill, Canadian Ltd.; 36,870
BRANDON, MAN.†—
►CKX-TV (5) CBC; All-Canada, Weed; 13,997; $170
CALGARY, ALTA.†—
►CHCT-TV (2) CBC; All-Canada, Weed; 53,285; $280
CHARLOTTETOWN, P.E.I.†—
►CFCY-TV (13) CBS; All-Canada, Weed; 20,000; $190
EDMONTON, ALTA.†—
►CFRN-TV (3) CBC; Canadian Reps., Oaks, Tv Reps. Ltd.; 67,000; $325
HALIFAX, N. S.†—
►CBHT (3) CBC, CBS; CBC; 40,000; $300
HAMILTON, ONT—
►CHCH-TV (11) CBC; All-Canada, Canadian Reps.; 542,116; $550
KINGSTON, ONT.—
►CKWS-TV (11) CBC; All-Canada; 52,000; $280
KITCHENER, ONT.—
►CKCO-TV (13) CBC; Hardy, Hunt, Weed; 311,413; $400
LETHBRIDGE, ALTA†—
►CJLH-TV (7) CBC; All-Canada, Weed; 20,000; $160
LONDON, ONT.—
►CFPL-TV (10) CBC, ABC, CBS, NBC; All-Canada, Weed; 109,920; $450
MONCTON, N. B.—
►CKCW-TV (2) CBC, ABC, CBS, NBC; Canadian Reps.; 75,000; $250
MONTREAL, QUE.—
►CBFT (2) CBC (French); CBC; 494,000; $1,000
►CBMT (6) CBC; CBC; 484,000; $750
NORTH BAY, ONT.—
►CKGN-TV (10) CBC; Canadian Reps.; 13,500; $160
OTTAWA, ONT.—
►CBOFT (9) CBC (French); CBC; 82,000; $300
►CBOT (4) CBC; CBC; 98,000; $400
PETERBOROUGH, ONT.—
►CHEX-TV (12) CBC; All-Canada, Weed; 36,000; $260
PORT ARTHUR, ONT.—
►CFPA-TV (2) CBC; All-Canada, Weed; 22,400; $170
QUEBEC CITY, QUE.—
►CFCM-TV (4) CBC; Hardy, Hunt, Weed; 30,000; $350
►CKMI-TV (5) Weed, Hardy, Hunt; $250
REGINA, SASK.†—
►CKCK-TV (2) CBC; All-Canada, Weed; 45,000; $260
RIMOUSKI, QUE.†—
►CJBR-TV (3) CBC (French); Stovin, Canadian Reps.; 30,000; $240
ST. JOHN, N. B.†—
►CHSJ-TV (4) CBC, ABC, CBS, NBC; All-Canada, Weed; 86,400 (including U. S.); $300
ST. JOHN'S, NFLD.†—
►CJON-TV (6) CBC, CBS, NBC, ABC; Weed; 21,000; $250
SASKATOON, SASK.†—
►CFQC-TV (8) CBC, ABC, CBS, NBC; Canadian Reps., Tv Reps. Ltd., Oakes; 30,000; $230
SAULT STE. MARIE, ONT.—
►CJIC-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 17,000; $260
SHERBROOKE, QUE.†—
►CHLT-TV (7) CBC; Canadian Reps., Hardy; 500,000; $400
SUDBURY, ONT.—
►CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 19,590; $220
SYDNEY, N. S.†—
►CJCB-TV (4) CBC; All-Canada, Weed; 46,690; $240
TIMMINS, ONT.—
►CFCL-TV (6) CBC; Renaud, McGillvra; 18,200; $160
TORONTO, ONT.—
►CBLT (6) CBC; CBC; 480,000; $1,000
VANCOUVER, B. C.†—
►CBUT (2) CBC; CBC; 159,000; $580
VICTORIA, B. C.—
►CHEK-TV (6) CBC; Tv-Reps. Ltd., Forjoe; 30,600; $210
WINDSOR, ONT. (DETROIT, MICH.)—
►CKLW-TV (9) CBC; Young; 1,568,000 (including U. S.); $1,100
WINGHAM, ONT.—
►CKNX-TV (8) CBC; All-Canada, Young; 25,000; $235
WINNIPEG, MAN.†—
►CBWT (4) CBC; CBC; 75,000; $400

MEXICO

JUAREZ† (EL PASO, TEX.)—
►XEJ-TV (5) National Times Sales; 91,040; $240
TIJUANA (SAN DIEGO)—
►XETV (6) ABC; Weed; 409,420; $700

The following stations have suspended regular operation but have not turned in CP's: KBID-TV Fresno, Calif.; WPFA-TV Pensacola, Fla.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WTVE (TV) Elmira, N. Y.; WFTV (TV) Duluth; WCOC-TV Meridian, Miss.; WHTO-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WICA-TV Ashtabula, Ohio; WGVL (TV) Greenville, S. C.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KTVQ (TV) Oklahoma City, Okla.; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R.I.; KNUZ-TV Houston, Tex; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WHUM-TV Reading, Pa.; WCAN-TV Milwaukee; WTAO-TV Cambridge, Mass.; WBLN (TV) Bloomington, Ill.; WTVU (TV) Scranton, Pa.; WTOM-TV Lansing, Mich.; KMBT (TV) Beaumont, Tex.; WKNY (TV) Poughkeepsie, N. Y.; WATL-TV Atlanta, Ga.; WCMB-TV Harrisburg, Pa.; WGBS-TV Miami.

Going places!

Meet *"Aggie,"* the fastest, freshest new half-hour film series of the season. Pretty Joan Shawlee plays Aggie, the fashion buyer, whose free-wheeling, breezy excursions in and out of worldwide markets catapult her into merry and mysterious foreign entanglements! Here's comedy-adventure for all audiences, all ages... with matchless merchandising and promotion advantages built right into the script. *"Aggie's"* going places... and so is any advertiser who travels with her!

See *"Aggie"*. For details, prices, and audition print, phone, write, wire, or walk right over to

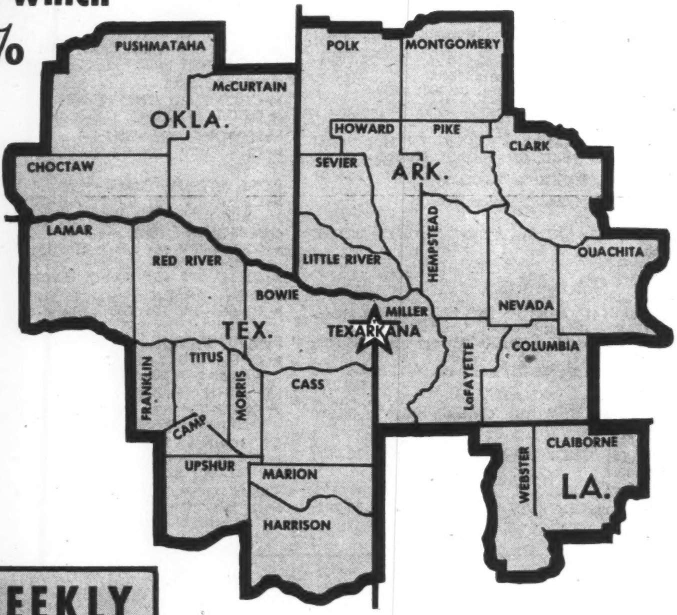
RKO TELEVISION
a division of
RKO TELERADIO PICTURES, INC.

1440 Broadway
New York 18
LO 4-8000

Formula For Sales:

NCS #2 X PULSE = ACTUAL AUDIENCE

This is the 29-county area in which NIELSEN gives KCMC-TV 25% or MORE weekly coverage.


PUSHMATAHA
McCURTAIN
OKLA.
CHOCTAW
LAMAR
RED RIVER
BOWIE
TEX.
TITUS
FRANKLIN
CAMP
MORRIS
CASS
UPSHUR
MARION
HARRISON
POLK
MONTGOMERY
HOWARD
PIKE
CLARK
SEVIER
ARK.
LITTLE RIVER
HEMPSTEAD
QUACHITA
NEVADA
MILLER
TEXARKANA
LaFAYETTE
COLUMBIA
CLAIBORNE
WEBSTER
LA.

AREA TELEPULSE (February, 1957) of this same area shows KCMC-TV clearly dominates this area with an audience MORE THAN 2½ TIMES that of the second station –Providing

DOMINATE SERVICE
TO
117,100 TV HOMES

TELEPULSE – TOTAL WEEKLY SHARE OF AUDIENCE

KCMC-TV	**49%**
STATION "B"	19%
STATION "C"	13%
ALL OTHERS	19%

In this area there are:

575,000	PEOPLE
166,000	HOUSEHOLDS
$600,000,000	Consumer Spendable Income
$450,000,000	RETAIL SALES
200,000	FARM POPULATION

Interconnected
CBS-ABC
Texarkana, Tex.-Ark.

KCMC-TV

Maximum Power
100,000 WATTS
Channel 6

Represented by Venard, Rintoul and McConnell, Inc.

WALTER M. WINDSOR, General Manager
RICHARD M. PETERS, Commercial Manager

JWT Sees No Free Grab In Merchandising Plan

AN AGENCY with top radio-tv billings expressed suprise last week that a tv station had inferred the former was attempting to obtain "free" station merchandising and promotion on behalf of a client that does not buy tv time.

A spokesman for J. Walter Thompson, New York, noted the agency had received no complaints from stations and, to the contrary, at least six stations have reported their cooperation.

The client involved is Oneida Ltd. Silversmiths, which through JWT, has urged stations in the CBS-TV lineup for *The Big Payoff* and *Art Linkletter's House Party*, both daytime audience participation shows, to contact local retailers "for the purpose of encouraging them to tie-in" for a 13-week period that started April 8.

Stations were told that perhaps they could offer retailers "merchandising props for their windows, such as dummy mikes, call letter banners or cards, and photos of the program's m. c. Perhaps you can even go into larger display materials, such as camera set-up with a monitor either in the window or store so that people could see themselves on tv."

Oneida is one of the companies furnishing prizes (of Oneida silver products) on the programs.

Some stations have balked at the merchandising-promotion suggestion, one outlet complaining, "Doesn't it seem enough that they [Oneida] are getting this free advertising without expecting stations to merchandise it? Bad enough for stations to be expected to merchandise a sponsor's products—let alone a prize donor's."

Said the JWT spokesman: "That's the wrong slant. We contacted the stations asking that they look into store merchandising on the local level and encouraging them to sell some time to retailers. We wanted to tip off the stations on what could be done, and, at the same time, Oneida wrote to its jewelry retail local outlets suggesting they get in touch with stations. While Oneida doesn't buy time in television, local jewelers, department stores, etc., do."

JWT, he said, has received a handful of letters from tv stations—"all of them enthusiastic" and reporting on results of their merchandising and promotion. The agency said the letters came from KBMB-TV Bismarck, N. D.; WTOP-TV Washington; KTBC-TV Austin; WBTV (TV) Charlotte, N. C.; WTWO (TV) Bangor, Me., and WREX-TV Rockford, Ill. The stations indicated they would do something along the lines suggested by JWT, though in varying degrees.

Among the replies: KBMB-TV assured the agency it would contact local jewelers; WTOP-TV said it had gone to a distributor; KTBC-TV reported a tie-in with a local account; WBTV pledged the "full weight" of its promotion department; WTWO said it was sending out a mailing piece to shops in

LATEST RATINGS

VIDEODEX

April 1-7, 1957

	Name of Program	# of Cities	% Tv Homes
1.	*I Love Lucy*	156	33.0
2.	*The $64,000 Question*	172	31.6
3.	*Dragnet*	168	31.0
4.	*Perry Como*	141	30.9
5.	*Ed Sullivan Show*	164	30.8
6.	*Jackie Gleason*	169	30.6
7.	*Chevy Show—Bob Hope*	133	30.2
8.	*Playhouse 90*	125	29.0
9.	*Red Skelton*	119	28.7
	Climax	169	28.7
10.	*Steve Allen*	145	28.4

	Name of Program	# of Cities	# Tv Homes (000's)
1.	*I Love Lucy*	156	10,762
2.	*The $64,000 Question*	172	10,583
3.	*Dragnet*	168	10,157
4.	*Jackie Gleason*	169	10,146
5.	*Ed Sullivan Show*	164	10,110
6.	*Perry Como*	141	9,691
7.	*Climax*	169	9,367
8.	*Chevy Show—Bob Hope*	133	9,297
9.	*Lawrence Welk*	187	9,043
10.	*Gunsmoke*	156	9,027

Copyright, Videodex, Inc.

NIELSEN TV

First Report for April 1957
Two Weeks Ending April 6

TOTAL AUDIENCE (HOMES-000) (†)

Rank		Rating
1.	*Cinderella*	23,305
2.	*Academy Awards*	18,353
3.	*I Love Lucy*	16,938
4.	*$64,000 Question*	16,545
5.	*G. E. Theatre*	16,192
6.	*Ed Sullivan Show*	16,152
7.	*Disneyland*	15,681
8.	*Perry Como Show*	15,209
9.	*Alfred Hitchcock Presents*	14,502
10.	*December Bride*	14,266

AVERAGE AUDIENCE (‡) HOMES

Rank		Rating
1.	*Cinderella*	18,864
2.	*I Love Lucy*	15,956
3.	*G. E. Theatre*	15,170
4.	*$64,000 Question*	15,131
5.	*Academy Awards*	14,187
6.	*Alfred Hitchcock Presents*	13,598
7.	*December Bride*	13,441
8.	*Gunsmoke*	12,890
9.	*Ford Show*	12,655
10.	*Disneyland*	12,615

TOTAL AUDIENCE (%)*

1.	*Cinderella*	60.6
2.	*Academy Awards*	48.2
3.	*I Love Lucy*	44.3
4.	*$64,000 Question*	43.0
5.	*G. E. Theatre*	42.7
6.	*Ed Sullivan Show*	42.5
7.	*Disneyland*	41.1
8.	*Perry Como Show*	40.3
9.	*Alfred Hitchcock Presents*	39.5
10.	*December Bride*	37.5

AVERAGE AUDIENCE (%)*

1.	*Cinderella*	49.1
2.	*I Love Lucy*	41.8
3.	*G. E. Theatre*	40.0
4.	*$64,000 Question*	39.4
5.	*Academy Awards*	37.3
6.	*Alfred Hitchcock Presents*	37.0
7.	*December Bride*	35.3
8.	*Gunsmoke*	34.2
9.	*Perry Como Show*	33.2
10.	*Ford Show*	33.0

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

* Percented ratings are based on TV homes within reach of station facilities used by each program.

Copyright 1957 by A. C. Nielsen Company

BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Academy Awards (NBC-160): Oldsmobile (D. P. Brother), Wed. (Mar. 27) 10:30 p.m.-12:15 a.m.

Steve Allen (NBC-130): Greyhound (Grey), Jergens (Orr), Vitamin Corp. of America (Doyle Dane Bernbach), Sun. 8-9 p.m.

Chevy Show—Bob Hope (NBC-144): Chevrolet (C-E), Sun. 9-10 p.m.

Cinderella (CBS-*) Pepsi Cola (K&E), Shulton Inc. (Wesley Assoc.), Sun (Mar. 31), 8-9:30 p.m. (*CBS does not have number of stations carrying a one time show.)

Climax (CBS-153): Chrysler (M-E), Thurs. 8:30-9:30 p.m.

Perry Como (NBC-137): Gold Seal (Campbell-Mithun), Sunbeam (Perrin-Paus), RCA-Whirlpool (K&E), Sat. 8-9 p.m.

December Bride (CBS-185): General Foods (B&B), Mon. 9:30-10 p.m.

Disneyland (ABC-170): American Motors (Geyer-BSF&D), American Dairy (Campbell-Mithun), Derby Foods (M-E), Wed. 7:30-8:30 p.m.

Dragnet (NBC-157): Schick (Warwick & Legler), Liggett & Myers (M-E), Thurs. 8:30-9 p.m.

Ford Show (NBC-172): Ford Motor Co. (JWT), Thurs. 9:30-10 p.m.

G. E. Theatre (CBS-152): General Electric (BBDO), Sun. 9-9:30 p.m.

Jackie Gleason (CBS-174): P. Lorillard (L&N), Bulova (M-E), Sat. 8-9 p.m.

Gunsmoke (CBS-162): Liggett & Myers (D-F-S), Remington Rand (Y&R), (alternates), Sat. 10-10:30 p.m.

Alfred Hitchcock Presents (CBS-138): Bristol-Myers, (Y&R), Sun. 9:30-10 p.m.

I Love Lucy (CBS-162): General Foods Corp. (Y&R), Procter & Gamble (Grey), (alternates), Mon. 9-9:30 p.m.

Playhouse 90 (CBS-131): Marlboro (Burnett), American Gas Assn. (L&N), Bristol Myers (BBDO), Thurs. 9:30-11 p.m.

$64,000 Question (CBS-178): Revlon (BBDO), Tues. 10-10:30 p.m.

Red Skelton (CBS-107): Pet Milk (Gardner), S. C. Johnson & Son (F, C & B), Tues. 9:30-10 p.m.

Ed Sullivan (CBS-174): Lincoln-Mercury (K&E), Sun. 8-9 p.m.

Lawrence Welk (ABC-200): Dodge Division of Chrysler Corp. (Grant), Sat. 9-10 p.m.

STAG at SHARKEYS

...1957

Father-and-sonmanship, in our town, is something wonderful to see.

Even the electric train never drew the men of the house so close as their shared pleasure in Channel 10.

If you've had the good fortune to grow up in Central Ohio, you know exactly what makes a satisfying world for Central Ohio males. Team-play sports far out-draw gladiatorial combats. The local and regional events, in newscasts, get top attention. Along with CBS complete coverage of all major sports and network entertainment, the boys want to know the fishing conditions in the Olentangy, Scioto and Big Walnut.

This kind of programming has built one of America's top television stations in Columbus, Ohio — and can pull the tail feathers of 8,597 pheasants with a single broadcast. It has been equally adroit in creating top-rated women's and children's programs.

Time buyers welcome such clear-cut situations. For this market of 1½ million people, Madison and Michigan Avenue professionals say it in one sentence: "*If you want to be seen in Central Ohio — WBNS-TV.*"

WBNS TV

CBS TELEVISION IN COLUMBUS, OHIO

Recipient of 21 major TV awards including Billboard, duPont, Thomas A. Edison, Freedoms Foundation and Headliners Club.

its area, and WREX-TV noted its salesmen would use the information for leads.

Attention was directed by the agency to portions of its letter which the spokesman emphasized spelled out JWT's stand on the Oneida offer.

This paragraph stated:

"Of course, we believe you should also talk with the retailer about buying air time, too. Biggest news he has for the same time the network show [*The Big Payoff*] is on the air is the introduction of the new Heirloom sterling silver pattern, 'Flower Lane,' He should make this part of his advertising."

This letter to stations was dated April 1. Four days later, the agency followed it up with another that listed the schedule of the Oneida products to be shown on *Payoff* and the dates they were slated to appear. A number of sterling silver patterns and varying pieces in sets were listed. The follow-up letter suggested that the station "advise your retailers of this schedule and work out your individual plans accordingly."

Noted the agency: "After all we didn't request this service; we only suggested it. And stations don't have to do anything if they don't want to."

Borton Says Advertising Must Correct Bad Practices

THE advertising industry is threatened constantly by restrictive regulations from government, legislatures and bureaus and by judicial interpretations, and must take corrective action if advertising is to serve business and the public effectively.

This view was expressed last week by Elon G. Borton, president of the Advertising Federation of America, in a talk at the U. of Missouri during Journalism Week there. Mr. Borton cited three "necessary actions" to be taken by advertising to cope with present circumstances:

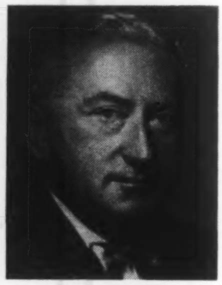
- Eliminate the bad advertising practices which "are comparatively few in number but tar all of us and give excuses or claimed reasons for many of these regulations."
- Watch for proposed laws or bureau orders "constantly and everywhere—many of them are not publicized."
- Be ready to inform legislators, bureau officers, and judges about the place of advertising in the U. S. economy and about the "bad effects" of any proposed regulations.

"There is a steadily increasing amount of governmental regulation and restriction of advertising—national, state and local," Mr. Borton asserted. "It is estimated that at least 100 proposed laws are introduced in Congress and the state legislatures to control or tax advertising. In addition, there are many proposed city ordinances and rulings by state and national bureaus. Most of them fail of passage, but each year a few are passed and advertising is controlled at bit more."

Mr. Borton pointed out that the advertising industry realizes "there must be some regulation of excesses in advertising performed by a few bad boys." He added that the industry has supported many state and national laws to safeguard the public, but contended that no additional laws should be passed without the advice of the industry.

J. M. Mathes, 68, Dies; Veteran Agency Head

VETERAN agency executive and radio advertising pioneer James M. Mathes, 68, board chairman of J. M. Mathes Inc., New York, died April 28 of a heart ailment at his home in Greenwich, Conn. Funeral services were held Tuesday afternoon in Greenwich.


MR. MATHES

Mr. Mathes founded his agency in 1933 after a notable career at N. W. Ayer & Son, Philadelphia, for which he was instrumental in forming a radio department in the early 1920s. A year ago, Mr. Mathes was elected board chairman at his agency, and W. T. Okie, a vice president and director, was elected to succeed him as president. The Mathes agency currently bills approximately $17.5 million, of which broadcast revenue is about $3 million. Among its most active broadcast clients: Union Carbide & Carbon Co. *(Omnibus);* Ludens *(Capt. Kangaroo);* Fire Undewriters Assn., radio and tv spot user; Economics Labs (Soilax and other household cleaning agents) and Canada Dry.

With Ayer, Mr. Mathes was a pioneer of programming and sponsorship in radio's early days. From 1923-29, he was associated with *Eveready Hour*, a radio show of the National Carbon Co., and helped arrange the radio programs of E. R. Squibb & Sons and Shur-on Optical Co., also in the twenties.

According to an article by Mr. Mathes in the Aug. 1, 1940, issue of B•T, the *Eveready Hour* established an "impressive list of 'firsts'," by presenting under sponsorship "the first drama, the first stage show, the first sound effects, the first original script show, the first man-in-the-street program, the first classical music program under commercial auspices, the first nationally known guest stars who were paid for their performances, the first radio adaptation of a book, the first rounded variety program—and others that now escape me."

Mr. Mathes was made a partner at N. W. Ayer in 1919, and when Ayer was incorporated, he became a senior vice president and second largest stockholder. In 1924, he and P. D. Saylor bought and refinanced Canada Dry Ginger Ale Inc., and at his death he was a director and member of the executive committee. He had interests in Durez Plastics & Chemicals Inc. and was a director of Chelmsford Ginger Ale Inc., Canada Dry International, Emery Air Freight Corp., C. B. Seeley Sons Co. and Otarion Inc.

Surviving are his wife, Mrs. Ruth Dearborn Mathes, and three daughters and 14 grandchildren.

COLORCASTING

The Next 10 Days Of Network Color Shows (All Times EDT)

CBS-TV

May 7, 14 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk Co. through Gardner.

May 8 (8-9 p.m.) *U. S. Steel Hour*, U. S. Steel Corp. through BBDO.

May 9 (8-9:30 p.m.) *Shower of Stars*, Chrysler Corp. through McCann-Erickson.

May 15 (8-9 p.m.) *Arthur Godfrey Show*, participating sponsors.

NBC-TV

May 6-10, 13-15 (1:30-2:30 p.m.) *Club 60*, participating sponsors.

May 6-10, 13-15 (3-4 p.m.) *Matinee Theatre*, participating sponsors.

May 6, 13 (8-8:30 p.m.) *Adventures of Sir Lancelot*, Whitehall Pharmacal through Ted Bates and Lever Bros. through Sullivan, Stauffer, Colwell & Bayles.

May 6, 13 (9:30-10:30 p.m.) *Robert Montgomery Presents*, S. C. Johnson & Son through Needham, Louis & Brorby and Mennen Co. through Grey Adv.

May 7 (9:30-10:30 p.m.) *Kaiser Aluminum Hour*, Kaiser Aluminum through Young & Rubicam.

May 8, 15 (8-8:30 p.m.) *Masquerade Party*, participating sponsors.

May 8, 15 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

May 9 (9-10 p.m.) *Washington Square*, Helene Curtis through Earle Ludgin and Royal-McBee Corp. through Young & Rubicam.

May 9 (10-11 p.m.) *Lux Video Theatre*, Lever Bros. through J. Walter Thompson Co.

May 10, 15 (7:30-7:45 p.m.) *Xavier Cugat Show*, sustaining.

May 10 (8:30-9 p.m.) *Life of Riley*, Gulf through Young & Rubicam.

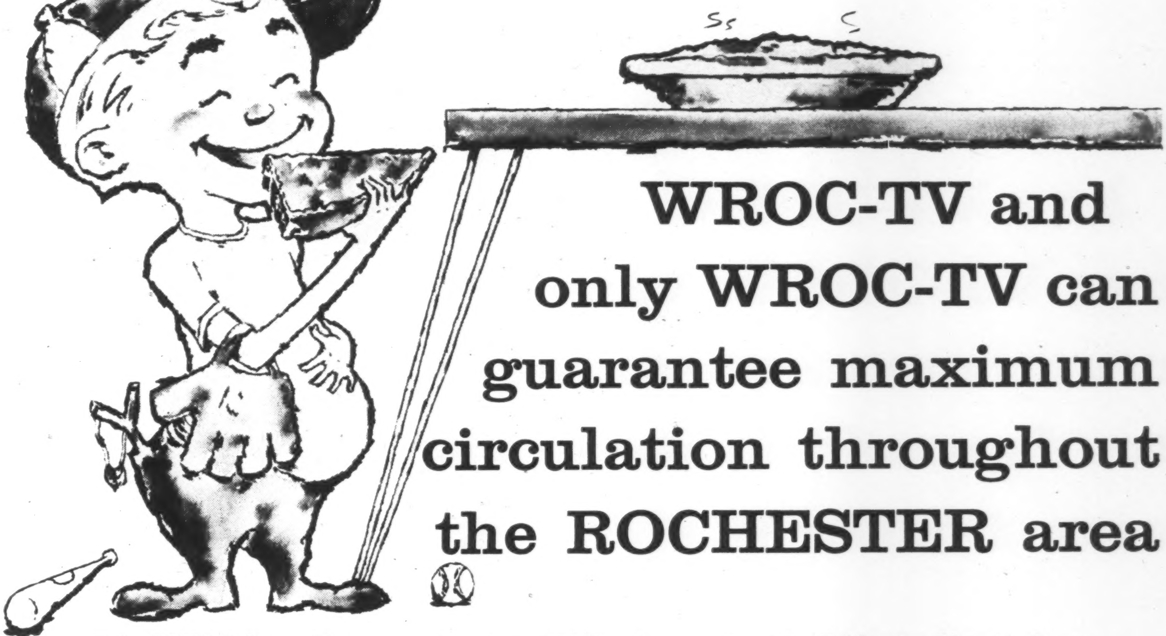
May 11 (8-9 p.m.) *Perry Como Show*, participating sponsors.

May 11 (9-10:30 p.m.) *Mr. Broadway—The Legend of George M. Cohan*, Swift through McCann-Erickson.

May 12 (9-10 p.m.) *Goodyear Playhouse*, Goodyear Tire and Rubber through Young & Rubicam.

May 14 (8-8:30 p.m.) *Arthur Murray Party*, Speidel through Norman, Craig, & Kummel and Purex through Weiss & Geller.

No matter how you slice it!



WROC-TV and only WROC-TV can guarantee maximum circulation throughout the ROCHESTER area

Take FIVE delivered homes, rather than FOUR, when you buy the Rochester, New York market. Get the most mileage for your advertising dollars in this rich, prime area where nearly a million people spend more than a billion dollars annually, in one of the nation's first 45 markets.

MARKET COVERAGE

HOMES REACHED MONTHLY	**26.2%**	MORE than the other Rochester Channel
HOMES REACHED ONCE A WEEK	**24.1%**	MORE than the other Rochester Channel

DAYTIME CIRCULATION

HOMES REACHED ONCE A WEEK	**24.0%**	MORE than the other Rochester Channel
HOMES REACHED DAILY AVERAGE	**27.4%**	MORE than the other Rochester Channel

NIGHTTIME CIRCULATION

HOMES REACHED ONCE A WEEK	**22.3%**	MORE than the other Rochester Channel
HOMES REACHED DAILY AVERAGE	**18.6%**	MORE than the other Rochester Channel

Represented Nationally by Peters, Griffin, Woodward Television Sales

Rochester's MOST POWERFUL Station

WROC-TV

CHANNEL **5**

TTC

A TRANSCONTINENT TELEVISION CORPORATION STATION
Rochester Broadcasting Center • Rochester 3, N. Y. • BUtler 8-8400

SOURCES:
Sales Management Survey 1956
Nielsen No. 2 Spring 1956

Jones Cites Tv Growth In Institutional Ads

THE growing use of television for institutional advertising by companies in major industrial fields was pointed up by Merle S. Jones, president of CBS-TV, in a speech before the Pittsburgh chapter of the National Industrial Advertisers Assn. Thursday night.

During the past five years, he said, "22 major companies representing the chemical, utility, steel, aluminum, and building materials industries invested $44.5 million in television to acquaint the public with the merits of the particular materials they produced. . . . This investment represented only the *institutional* phase of their advertising effort, and in network television alone. It excluded the advertising appropriations made through tie-in arrangements with the manufacturers and retailers of their basic products."

Of this five-year volume, Mr. Jones noted, Reynolds Metals Co. spent more than $7 million in tv; U. S. Steel Corp. $6 million; Aluminum Co. of America $6.25 million; Dow Chemical Co. $5.5 million, and DuPont more than $3.5 million. By comparison, he pointed out, Johns-Manville Corp. was the only major company active in tv in 1952 and spent $283,000 that year, whereas in 1956 its tv spending reached almost $750,000.

The postwar "revolution in the laboratory," Mr. Jones pointed out, produced new materials and new byproducts of old materials which substantially changed the advertising of the members of major industries. Where a company's advertising targets used to be found "within the framework of the specific industry to which the company belonged," its targets today must necessarily include the ultimate consumer of the products made from basic materials supplied by that company.

To reach this ultimate consumer and actually demonstrate these products in use, he continued, television is "uniquely equipped." And television also was "inevitable," he asserted. With the changes in the nature of competition and the accompanying changes in advertising objectives, "the time clearly required a nationwide medium of mass communication that could convey information with greater impact and versatility than any previous medium had been able to do in the past."

Where advantages for a particular product can only be "claimed" in print media. He pointed out, they can be "demonstrated in action on television.

Aside from the importance of tv as an institutional advertising medium, Mr. Jones cited the overall business investment in television—$1.25 billion last year, or 12.5% of the total spent on all advertising—as "a clear measure of the medium's critical importance to the national economy."

He singled out daytime tv as an area offering "a unique opportunity to reach the American housewife, in whose hands the purchasing power of the family essentially lies." he said: "although her husband may well be the building contractor, it is she, just as often as not, who decides what roofing materials should be used, what type of window screening, and what kind of water heater is most desirable."

49 Speakers on AFA Agenda At Convention June 9-13

MORE than 49 speakers, covering all major advertising interests from government to new trends in merchandising, media and copy, will be presented at the 53rd annual convention of the Advertising Federation of America, June 9-13, Fontainebleau Hotel, Miami Beach. AFA predicts that 1,000 delegates representing 120 advertising clubs, 18 affiliated national associations and 1,000 company members (advertisers, agencies, media) will attend.

Principal speakers Sunday, June 9, will include William G. Power, advertising manager, Chevrolet Division, General Motors Corp.; Walter Williams, Under Secretary of Commerce, and Robert M. Ganger, chairman, D'Arcy Adv., New York.

On Monday speakers include Ward Stevenson, president of General Public Relations Inc. division of Benton & Bowles, New York, and William D. Tyler, vice president, Leo Burnett Co., Chicago. Mutual responsibilities of advertisers and media will be discussed Tuesday by John P. Cunningham, president of Cunningham & Walsh, New York.

Tuesday's program also includes a panel on motivational research, including Dr. Ernest Dichter, president, Institute of Motivational Research; Prof. Robert J. Williams, psychology department of Columbia U., and Dr. Herta Herzog, vice president and director of research, McCann-Erickson.

The Wednesday program will feature AFA "trading post" sessions and advertising club awards along with the annual AFA business meeting and election of officers. The Thursday program will be devoted to retail advertising and direct mail.

ARTHUR HULL HAYES (r), CBS Radio president, presents James T. Leftwich, president of F. W. Woolworth Co., New York, with a gold record of the 100th broadcast of *The Woolworth Hour* [B•T, April 29; also see EDITORIAL page 130].

Burke Dowling Adams Seen as S-P Agency

BURKE DOWLING ADAMS Inc., Atlanta, New York and Montclair, N. J., a heavy industrial agency the broadcast activities of which have been limited to radio spot campaigns on behalf of only a few clients (i.e., Varig, Scandinavian, Delta Airlines, and Columbia Baking Co.), appeared most likely last week to be named to service the Studebaker-Packard account resigned two weeks ago by Benton & Bowles [B•T, April 22].

Though officials of both agency and prospective client would not confirm or deny such an appointment—the agency insisting it was "up to the client to make any announcement" and the client in turn stating that "nothing's been set yet"—the selection of Burke Dowling Adams apparently was a *fait accompli.*

(The mystery of who got what and when is compounded by the fact that while Studebaker-Packard may be the billing "client," the company making the decisions these days is Curtiss-Wright Corp., Wood-Ridge, N. J., the so-called "silent partner" of S-P. Last year, the South Bend automaker was saved from a financial crackup when the aircraft parts manufacturer gave S-P $35 million in working capital, took an option to buy five million S-P shares at $5 each [still unexercised] and got in exchange "management responsibilities," presumably including responsibility for advertising. It was learned that one of the "misunderstandings" between the agency and S-P was that Benton & Bowles had to please two clients at the same time, S-P and C-W, although it placed advertising for one only.)

Although Benton & Bowles won't go on record until July 5 as having resigned S-P, it's a virtual certainty that all S-P advertising strategy is being conducted through Burke Dowling Adams. In fact, the print announcement of the tri-corporate pact between C-W, S-P and the Daimler-Benz A.G. of Stuttgart, Germany, was placed by BDA.

The one-time $8-million-plus account, now down to less than $5 million (with the $2.5 million radio-tv budget just about a thing of the past), will put BDA into the "top" 50 agencies with annual billings of over $12 million. This figure would not include the billing for the newly-formed Curtiss-Wright & Daimler-Benz Inc. firm assigned U. S. distribution, promotion and eventual manufacturing rights for the Mercedes-Benz car and allied parts. This budget has not yet been determined.

Burke Dowling Adams has been servicing Curtiss-Wright Corp. since 1939 when the latter was known as the Wright Aeronautical Co. This was the agency's first account, and the principals of BDA were at one time employed with the manufacturing company. (The agency lost the account in the 1940s, regained it in 1952.) Indicating expansion is in the works was the announcement last week that BDA will open its third and newest office today (Monday) at 3 E. 54th St., New York 22, telephone Plaza 1-5630. Appointed office head is James H. Cobb, former American Airlines and Delta Airlines advertising manager.

Game called on account of a.a.p. cartoons

Bugs Bunny and Popeye are breaking up a lot of young ball games in Salt Lake City. The kids hurry home at four every weekday afternoon to watch the "Popeye and Bugs Bunny Cartoon Hour" on KUTV—giving the station an ARB average rating of 22.5 against an even 3.0 for each of the two competing stations.

And only months ago, before programming these all-time favorites of the small fry, KUTV had a rating of 3.8 in the 4-5 PM time period against 5.9 and 21.8 for the competition.

The Popeye and Warner Bros. cartoons distributed by A. A. P. are setting the same kind of record in market after market from coast to coast. When you want this kind of audience in your area, write or phone

345 Madison Ave., New York City, MUrray Hill 6-2323

a.a.p. inc.

75 E. Wacker Dr., DEarborn 2-4040 **CHICAGO**
1511 Bryan St., Riverside 7-8553 **DALLAS**
9110 Sunset Blvd., CRestview 6-5886 **LOS ANGELES**

THERE'S A SOUND DIFFERENCE

That wonderful sound of WBC's local programs is no accident. It takes a wide-awake, aggressive organization to corral the best disc jockeys in every market . . . fire up the mobile units, beep phones and tape recorders that make on-the-scene news come alive . . . produce local public service programs that capture national awards.

On top of this, there's the expert programming assistance each station gets from WBC group advisers—programming that makes WBC stations the most listened-to in their areas.

SERVICE

ON WBC RADIO!

If you want to know how little it costs to put the sound difference on WBC Radio to work for you—if you want proof that *no selling campaign is complete without the WBC stations*—call A. W. "Bink" Dannenbaum, WBC V.P.—Sales, at MUrray Hill 7-0808, N. Y.

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO
BOSTON, WBZ+WBZA
PITTSBURGH, KDKA
CLEVELAND, KYW
FORT WAYNE, WOWO
CHICAGO, WIND
PORTLAND, KEX

TELEVISION
BOSTON, WBZ-TV
PITTSBURGH, KDKA-TV
CLEVELAND, KYW-TV
SAN FRANCISCO, KPIX

WIND represented by A M Radio Sales
KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by
Peters, Griffin, Woodward, Inc.

America's most copied radio station!

Many other fine stations throughout the nation have copied (with our blessings) KLZ's commercially successful . . .

ART GOW SHOW
PAT GAY SHOW
DENVER AT NIGHT
STARR YELLAND'S PARTY LINE

KLZ-Radio is *proud* of the opportunity to make this contribution . . . making Radio even a better buy than ever!

KLZ is *more* than a radio station
KLZ is a *selling force!*

CBS IN DENVER
KLZ Radio 560KC
KATZ REPRESENTED

ANA West Coast Meet Plans Workshops on Media and PR

WORKSHOP sessions on media and public relations-publicity occupy a major place on the agenda of the 11th annual Assn. of National Advertisers' West Coast meeting, to be held Wednesday-Friday at the Arrowhead Springs Hotel, San Bernardino, Calif.

The media session Thursday afternoon will open with a discussion on significant changes in media and what they mean to advertisers. Then a panel of six advertisers and two agency men will discuss the media philosophy of their organizations, to be illustrated by case histories from all media. The session will conclude with an open discussion. A four-member panel will talk on how public relations and product publicity helps make advertising more effective at the Friday morning session, which also will include an open discussion.

The meeting's opening session Wednesday afternoon will be addressed by Edwin W. Ebel, vice president for advertising, General Foods Corp., on "Do We Advertise Goods to Advertise Them or to Sell Them?" William A. Hart, president, Advertising Research Foundation, on "Proposed—a $500,000 Look at Magazine Readers," and Donald H. McCollum, vice president, Schwerin Assoc., on "Why Tv Commercials Sell—or Don't Sell."

ANA President Paul B. West will speak on management techniques at the Thursday morning session. A West Coast advertiser will discuss "What Management Expects of Advertising Today," and Prof. Albert Frey of Dartmouth will report on the significance of the ANA agency study to general as well as advertising management. The Friday agenda includes Arthur C. Nielsen Jr., executive vice president, A. C. Nielsen Co., whose subject is "Common Errors and How to Avoid Them in Building a Strong Franchise Under Today's Marketing Conditions."

Caples Absorbs Martin Agency, Plus Some Employes, Accounts

ABSORPTION of The Martin Co. agency, and several of its employes and accounts by the Caples Co. was consummated last week, with Mark T. Martin, head of the former agency joining Caples as vice president. Negotiations also included personnel shifts from the Martin agency's Dallas and Louisville offices, with the fate of Martin's other two offices (Nashville and St. Louis) not revealed.

Moving to Caples are such radio-tv accounts as Highland Church of Christ, Dad's Root Beer Co. and Willard Tablet Co. The only constantly active broadcast account among over 70 clients at Caples is Union Pacific Railroad, which uses network and spot radio-tv. The agency also is reviving its *Play Marko* bingo game, which it produced for tv stations before the FCC declared the program a lottery in 1956. The U. S. Court of Appeals subsequently reversed the Commission this year [B•T, April 1, March 18].

Caples Co. maintains headquarters in Chicago and branches in New York, Omaha, Los Angeles and Portland, Ore.

MORE
THAN
ANY OTHER
TWO
STATIONS

KMOX delivers more homes daily than any combination of any other two stations in the St. Louis market. Add one station —any major station—to your basic KMOX schedule and reach virtually as many homes as the total combined audience of all stations, *not including* KMOX. KMOX alone will deliver 84.4% of all radio homes in St. Louis in only one week! This is based on the Cumulative Pulse "Unduplicated" Audience of Metropolitan St. Louis, November, 1956. You may project it as far as you wish . . . the KMOX 50,000 watt, clear channel signal is your *abacus*. Weight your formula with CBS Radio and top local KMOX programming that wins more quarter-hour-firsts Pulse after Pulse than all other stations combined and you can only conclude . . . KMOX is your basic Choice in St. Louis!

THE VOICE OF ST. LOUIS

KMOX

CBS owned and operated
Represented by CBS Radio Spot Sales

MRS. TYLER IS A COMMERCIAL MINUTE IMPRESSION

AND AN ADVERTISER BUYS OVER 26 MILLION OF THEM IN A SINGLE WEEK WITH JUST FIVE UNITS OF CBS RADIO'S DAYTIME DRAMA!

Put it another way: an advertiser reaches over 8 million different Mrs. Tylers (and their families) each more than three times a week with solid, one-minute impressions each time. At just about the lowest cost-per-thousand available in any medium.

Today – with so much money going into once-a-week or once-a-month advertising – it makes good sense to extend and insure your budget with this kind of frequency and reach. And it makes *most* sense to fit your message into identifiable programs with a beginning and an end – specific dramas to tune to every day.

That's why you find companies that sell low-cost, high-turnover products, companies like Colgate-Palmolive, General Foods and Lever Brothers, all buying (and re-buying) daytime drama on CBS Radio.

FOR FREQUENCY YOU CAN AFFORD AND NEED...THE CBS RADIO NETWORK

NEWS COVERAGE
Helps MAKE
K-NUZ No. 1
Radio Station in Houston

Big Mike X99

K-NUZ Radio
FIRST WITH THE NEWS
Dial 1-2-3
Big Mike No. 1

K N U Z
First with the NEWS
WORLD'S LARGEST
Big Mike No. 2

First with the NEWS
Big Mike No. 3

plus
Houston's Largest News Staff
(6 FULL-TIME NEWSMEN)
MAKE K-NUZ 1st in NEWS
No. 1 in Hooper, Pulse, Nielsen and Cumulative Pulse

K-NUZ

HOUSTON'S 24 HOUR MUSIC AND NEWS

National Reps.: FORJOE & CO.—
New York • Chicago • Los Angeles • San Francisco • Philadelphia • Seattle

Southern Reps.: CLARKE BROWN CO.—
Dallas • New Orleans • Atlanta

IN HOUSTON, CALL DAVE MORRIS, JAckson 3-2581

Florida Citrus Group Sets Tentative $4 Million for Ads

THE largest advertising budget in the Florida Citrus Commission's history tentatively was set up yesterday as the commission instructed its agency, Benton & Bowles, to present a program for the 1957-58 season calling for expenditure of $4 million, with an additional $400,000 to be held in reserve for later disposition.

The proposed program will be presented for the commission's approval at its June meeting.

Advertising expenditures for the current season will be approximately $3,150,000, including a special $250,000 push approved yesterday for processed products, which are in heavy supply. This supplemental program will run between mid-May and June 30, end of the fiscal year.

Citrus Commission advertising money is raised by a per-box tax on all fruit moving in commercial channels. The legislature, now in session, has approved an increase from three cents to five cents per box in the orange tax, making extra money available for the next two seasons.

The tax now stands at five cents per box on oranges, tangerines, temples and tangelos, and at six cents on grapefruit.

It is estimated the total commission income from the taxes will be slightly over $7 million, of which it is contemplated $4 million will go into consumer advertising. About a million dollars generally goes into merchandising work, with other funds being divided among research, administration, transportation studies, public relations and other promotional items.

Since income depends on crop size and disposition, all budgets are of a tentative nature and subject to frequent change.

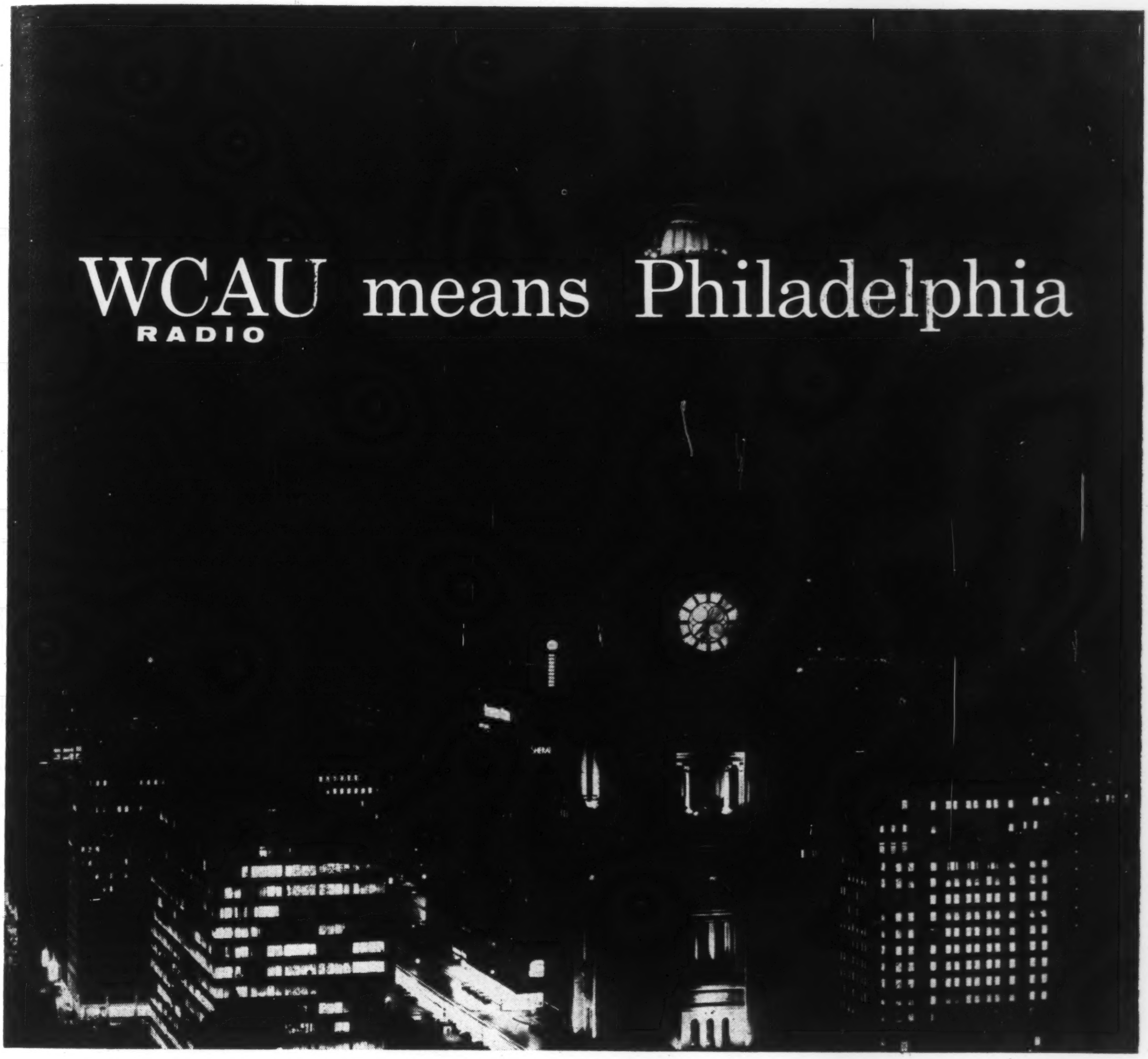
Kabaker Adds Local Programs At Compton Los Angeles Office

COMPTON Adv., Los Angeles, has appointed Alvin Kabaker, vice president of radio and television of that office, to handle local radio and television as well as national programming for the Los Angeles office. Mr. Kabaker, simultaneously, announced new staff appointments and local program purchases.

Staff changes include assignment of supervision of local television production to Joe Agnello, in addition to other production duties, and he, along with Mickie Kies who was transferred from another department, will be reporting to Mr. Kabaker.

Robert Howell and Marjorie Bane will continue as production supervisors. Shirley Willson is business manager for the tv group.

New local television purchases include the week-end home baseball games of the Los Angeles Angels for Volkswagen Dealers Assn. and M. K. Goetz Brewing on KHJ-TV; Bill Brundige sportscast five days weekly for the latter sponsor on KHJ-TV; and *Clete Roberts Reports*, alternate Sundays on KNXT (TV) for Lincoln Savings & Loan Assn. George Putnam continues through Compton for Bond Clothes, five days weekly over KTTV (TV) Los Angeles.



A city is vibrant. A city grows. But the heart of a city never changes. At WCAU, we're proud of our Philadelphia tradition and this month, our 35th Anniversary, we are honoring all the yesterdays that have served us so well. Some of us can still see the long parade of personalities associated with WCAU. Al Jolson sang his first song on radio over WCAU, Fred Allen made his first radio appearance with us. Paul Douglas, Ezra Stone, Boake Carter, Henry Morgan, Wilbur Evans, all began bright careers at WCAU.

Yes, we have grown since we were issued our first broadcast license in 1922. And our 50,000 watts aren't the real measure of growth. It's the long list of public service awards—the confidence of advertisers that helped make 1956 the greatest in our history. But, most of all, it's the acceptance we enjoy in the 2 million homes in 47 counties to which each day we bring news, information and entertainment.

WCAU RADIO *The Philadelphia Bulletin Radio Station.*
Philadelphia
Represented nationally by CBS Spot Sales.
By far Philadelphia's most popular station. Ask Pulse. Ask Philadelphians.

THE *Good Humor Man presents the first carton of the firm's new soft drink to David J. Mahoney, president.*

Good Humor to Use Radio-Tv To Promote New Soft Drinks

WITH GOOD HUMOR Corp. prying the cap off its plan to enter the bottled soft drink market, radio and tv can be expected to get the majority of an increased advertising budget flow.

This was revealed last week when for the first time in its 37-year history, Good Humor began marketing a product other than ice cream (includes sherbet, fruit sticks, etc.). Another milestone for the firm is its departure from traditional distribution until now restricted to white truck fleets.

Good Humor is offering its flavor concentrate base to local bottlers for final bottling and delivery to retail stores. Several Coca-Cola bottlers have expressed interest in adding the new line, according to David J. Mahoney, Good Humor's president.

While the new soft drink generally will try to follow those markets where the firm is entrenched the strongest with its ice cream products, George Newman, vice president in charge of advertising, said Good Humor will "move into any area with any bottler who meets our specifications."

The multi-million-dollar ice cream "empire" already places 90% of its advertising budget in radio and tv. It is expected to earmark about 60% of the soft drink budget for radio-tv, and the remaining 40% for outdoor and newspaper support. Good Humor's soft drink already is in Warren, Ohio, using spot radio and tv. The company plans to enter more markets, with the heaviest concentration in tv, emphasizing children's shows where possible.

The campaign will use one-minute spots chiefly, but 20-seconds will be aimed for adjacencies to "good" network shows (children's programs preferred). Where possible, minute spots will be a 20-second film and 40 seconds of a local personality's delivery. Initially, the soft drink broadcast campaign will move into southern markets, with some also in the Northeast and Midwest, it was said.

At the first of this year, the corporation appointed Cunningham & Walsh, New York, to handle the soft drink introduction, because Macmanus, John & Adams, New York, which has all of the ice cream products, already services another soft drink advertiser—White Rock.

You're in
good company
on WGN-RADIO
Chicago

Top-drawer advertisers
are buying WGN

Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

U. S. Tv Audience Reaches 122.4 Million—Sindlinger

SOME 122.4 million people now make up the nation's tv audience, with 99.9 million 12 years of age or older, and the remaining 22.5 viewers from five to 12 years old, according to Sindlinger & Co., analysts, Ridley Park, Pa.

Sindlinger's monthly client service report also noted that 38.6 million households, or 78% of the national total, are tuning in with 42.5 million sets in working order.

The firm's computations indicated about 300,000 sets were sold in March, and estimated 300,000 to 450,000 purchases in April. It also was said about 100,000 sets become obsolete each month.

L&M Drops CBS Radio 'Gunsmoke'

LIGGETT & MYERS Tobacco Co. (Chesterfields), N. Y., has canceled the radio version of *Gunsmoke* on CBS, it has been learned. The cancellation came on the eve of *Gunsmoke's* fifth anniversary on radio. Effective last week, *Gunsmoke* entered its sixth year on CBS Radio. The network will place the program into its "Impact" plan of participating sponsorship.

Democrats' Christie Suggests More Political Use of Radio

EFFECTIVE USE of prime radio time rather than undue reliance on tv and broadcast political speeches no more than 15 minutes in length were recommended last week for Democrats who run in the 1960 election campaigns.

MR. CHRISTIE

Jack F. Christie, tv and radio director for the Democratic National Committee, told students at Syracuse U.'s Radio and Television Center that candidates should use the five - minute, one-minute, and shorter spot announcements to a greater extent than in 1956 because research indicates "they are very well received."

Other recommendations by Mr. Christie include: expanded use of regional radio-tv hookups for regional issues, more rehearsal time, and relaxation of the FCC's so-called "equal time" rule so networks may give "top-of-the-ticket" major party candidates free time without awarding it to numerous candidates heading splinter parties.

Mr. Christie also said that office seekers should lean more on trained workers within their own parties instead of looking to Madison Avenue for help.

Pontiac Buy Exemplifies Network Radio Sales Speed

SPEED and flexibility in network radio sales was demonstrated last week when Pontiac Div., General Motors Corp., moved into one-quarter sponsorship of NBC Radio's *News-on-the-Hour* news capsules for a period of three weeks. Pontiac, through MacManus, John & Adams, placed the order a week ago Friday to start on Monday, and the program did.

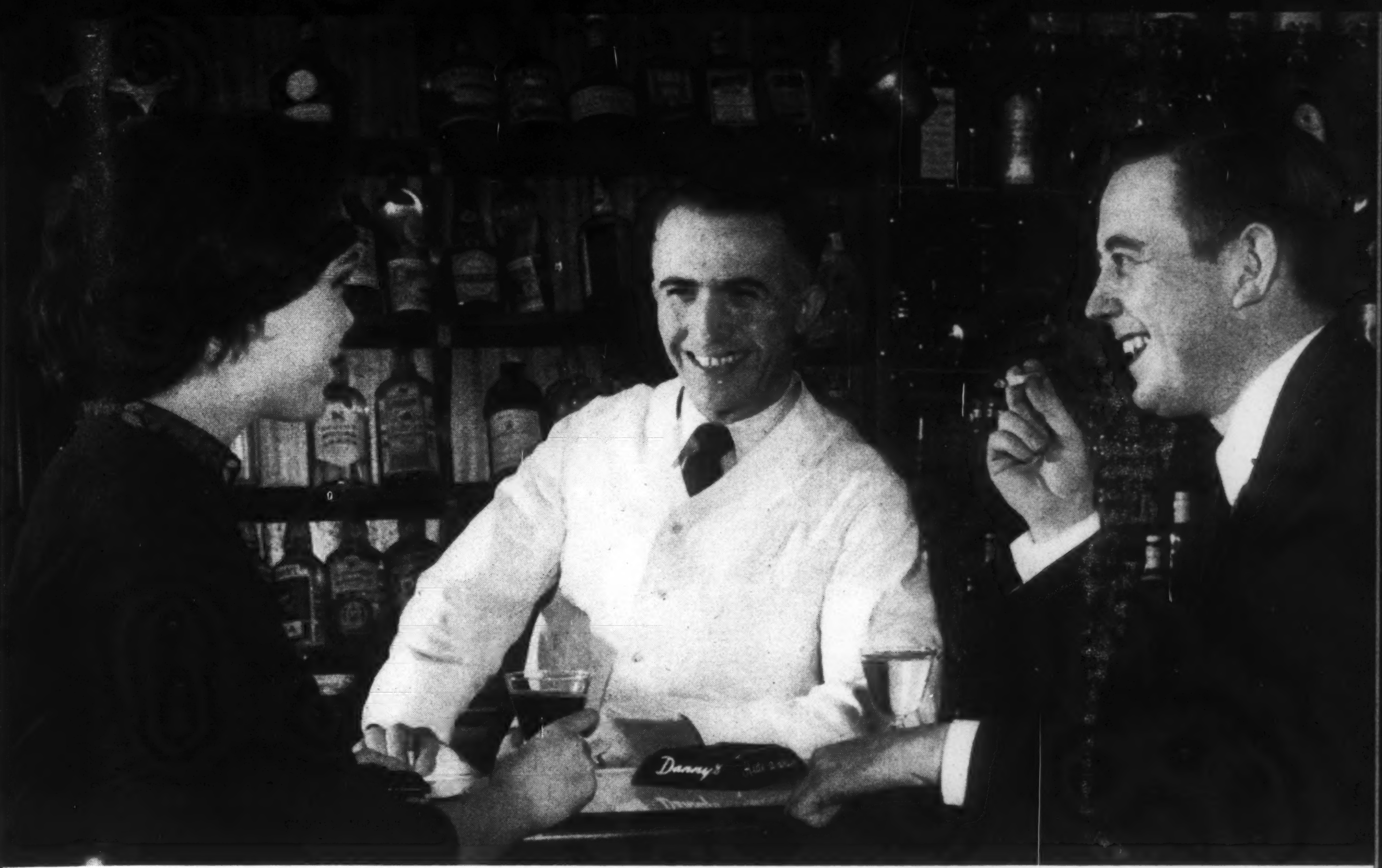
Pontiac fills a partial advertiser vacancy created when Bristol-Myers Co. (Bufferin) cut back its advertising schedule on the NBC newscasts. B-M continues to sponsor 25% of the programs, while Brown & Williamson Tobacco Co. continues with 50%. Pontiac has the remaining quarter.

When the Pontiac buy expires May 20, its slot will be filled by a national food packer for the succeeding 26 weeks. The name of the food packer will be made public May 11. Combined contracts come to $600,000 in net billings.

Beaumont & Hohman Merges With Cunningham & Walsh

MERGER of accounts and personnel of Beaumont & Holman, Chicago, with Cunningham & Walsh that city was announced Friday by Ivan Hill, executive vice president in charge of C & W's Chicago office. The merger became effective two days earlier [AT DEADLINE, April 29].

Guy Davis and Perry Thomas, vice pres-



"... all over the tablecloth, he's writing!"

"Sure, we see all kinds in here," says bar-custodian Umberto at Danny's Hideway (where *THE* agency elite of New York meet). "But *this* guy . . . he's drawing a map like crazy on our snow-white damask with a black grease pencil. Of what? State of Maine, that's what!

"Guess he had reasons to be excited. Seems he just absorbed the latest TV Trendex* from up there — and what a whooperoo! That WABI-TV waltzes off with 17 of the top 20 shows! Gets the *best* rated multi-weekly show, *best* film show, *best* local show, *best* news show, *best* sports show, *best* weather show, *best* network show — day *or* night.** How superman can you be? And *all* the studies prove WABI-TV a bull-dozer in audiences, coverage, dollar-for-dollar value — the works! Can't understand why anybody'd advertise any other way up there in Maine!"

Neither can we. Whether you want No. 1 television coverage or No. 1 radio coverage in the fastest-growing part of Maine — the writing's clear on the tablecloth. Buy WABI-TV or WABI Radio — super-team with super-steam. If you're looking for a hideaway, go to Danny's. But if you want to put your product out on the table, for buyers' grabs, tell the Maine market about it via this high-compression combination. It's something to write home about — on anybody's tablecloth!

* *Trendex, Oct. '56*

** *Good memory, that Umberto. Probably kept the tablecloth and memorized it.*

wabi AM/TV

Represented by: George P. Hollingbery — Nationally
Kettell-Carter — New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

affiliated with The Downeast Network — WIDE, Biddeford; WPOR, Portland; WRKD, Rockland; WTVL, Waterville.

idents and account executives at Beaumont & Hohman, join Cunningham & Walsh in executive capacities not announced. Henry Hohman, B & H president, announced simultaneously he will work indefinitely in an advisory capacity with C & W in Chicago.

Among radio and/or tv accounts moving to C & W are Brearley Co., Dale Carnegie Courses, Grand Hotel, Grayline Assn., Tru-Ade Co. and Northern Great Lakes Area Council. Messrs. Davis and Thomas will work on these accounts. Other personnel additions will be announced later, Mr. Hill said.

Cunningham & Walsh is moving into new 16th floor headquarters at 6 N. Michigan Ave. in Chicago, with a renovation project slated to be completed by May 15.

Traviesas Appointed by BBDO To Manage Radio-Tv Activities

HERMINIO TRAVIESAS, BBDO vice president and in charge of Lucky Strike radio and television activities for seven years, has been appointed manager of the tv-radio department of BBDO, it was announced last week by Charles H. Brower, general manager of the agency.

MR. TRAVIESAS

Robert L. Foreman, recently named an executive vice president of the agency, remains in over-all supervision of all tv and radio for the agency in addition to his new responsibility as chairman of the plans board.

Mr. Traviesas joined BBDO in 1950. He was with CBS before that in New York from 1947 to 1950 as network tv sales service manager; and with NBC in New York from 1937 to 1947 as traffic manager in the international division and salesman for international accounts of the radio recording division. He has supervised such shows for Lucky Strike as *Your Hit Parade*, the *Robert Montgomery Show, Private Secretary* and the *Jack Benny Show*.

American Chicle Buys 'Sugarfoot'

AMERICAN CHICLE Co. (Dentyne, Clorets and Rolaids), New York, has signed to sponsor ABC-TV's new adult western series, *Sugarfoot* starting Sept. 17 (alternate Tues., 7:30-8:30 p.m. EDT), it was announced last week by Slocum Chapin, vice president in charge of sales for ABC-TV. The agency is Ted Bates & Co., New York.

Agency Now Thomas & Douglas

THOMAS & DELAHANTY INC., New York agency, has been changed to Thomas & Douglas Inc. New partner is Lawrence H. Douglas, formerly with WINS New York. Thomas & Douglas also announced the following new accounts: Founders Corp., First Dividend Corp. and KTVR (TV) Denver.

Benton & Bowles Affiliates With Dorland in Paris, Brussels

BENTON & BOWLES, New York, is entering the foreign field, in an inter-agency affiliation with the Dorland Agency in Paris and in Brussels, Robert E. Lusk, president of Benton & Bowles, announced last week.

Mr. Lusk explained that "for some time, Benton & Bowles has been examining the pros and cons of extending marketing and advertising services beyond the borders of the U. S. The basic reason for this study was the expanding interest in international operations on the part of some of our clients.

"As a result of this study, we have developed the conviction that Benton & Bowles can add to and improve its service to clients having international interests by participating in market planning and advertising counsel in certain foreign markets.

"The experience and resources of Benton & Bowles, including assistance in research, media and other fields, as well as man-power training, will be made available to these Dorland officers in order that a high caliber of service will be available to its clients with interests in France and Belgium."

He also announced that Edward W. Murtfeldt will be in charge of liaison with the Dorland offices.

Benton & Bowles now has offices in Toronto, Detroit, Hollywood and New York.

Ault Succeeds Caron As Chrysler Ad Manager

HARRY L. AULT was promoted last week from dealer advertising manager to advertising manager of the Chrysler Division of Chrysler Motors Corp., filling the vacancy created by John H. Caron who retired.

MR. AULT

Mr. Ault began his advertising career in 1932 when he joined Sprague-Warner Co., Chicago, as a copywriter. After 25 years' experience in the advertising and merchandising field in food, manufacturing, and automobile industries, he joined Chrysler in 1955.

P&G to Absorb Clorox

PROCTER & GAMBLE Co., Cincinnati, plans to acquire the assets of Clorox Chemical Co., Oakland, Calif., in return for some of P&G's common stock, according to W. J. Roth, Clorox president.

The agreement is subject to ratification by the P&G board of directors and by Clorox stockholders, who are expected to receive 8½ shares of P&G for each 10 of Clorox.

Gomber Named Compton V. P.

APPOINTMENT of Raymond F. Gomber, former Westinghouse Electric Corp. executive, as vice president and manager of Compton Adv. Inc.'s Milwaukee office was announced by the agency last week. He joined Compton last Wednesday.

Mr. Gomber was industrial advertising and sales promotion manager for Westinghouse in Pittsburgh, heading those industrial activities, and previously was regional sales promotion manager for the company in New York. He was associated with G. M. Basford Adv. Agency, New York, for 1936 to 1942. Mr. Gomber is a member of the National Industrial Advertisers Assn. and Pittsburgh Ad Club.

Heinz Names Armour Exec. V. P.

FRANK ARMOUR JR., last week was named executive vice - president of H. J. Heinz Co., Pittsburgh, sponsor of *Studio 57* and *Captain Gallant*, to succeed Herbert N. Riley who retired at the same time after 45 years with the firm.

MR. ARMOUR

Mr. Armour, who has been with Heinz 30 years, will be second in command to H. J. Heinz II, president. For the last three years he was vice president for domestic operations.

NETWORK BUYS

Chesebrough-Ponds, N. Y., to sponsor alternate weeks of *Bob Cummings Show*, Tuesday, 9:30-10 p.m. EDT, on NBC-TV. Other advertiser is Reynolds Tobacco Co. Agency for Chesebrough-Ponds: J. Walter Thompson; for Reynolds: William Esty.

Gillette Safety Razor Co. signed to sponsor CBS-AM-TV coverage of Triple Crown horse-racing classics consisting of Kentucky Derby this Saturday, 5:15-5:45 p.m. EDT; Preakness, May 18, 5:30-6 p.m. EDT, and Belmont Stakes, June 15, 4:30-5 p.m. EDT. Agency: Maxon Inc.

A&A SHORTS

Campbell-Ewald Co., N. Y., has resigned account of Allen B. DuMont Labs. Account, covering tv receiver sales division, television network and international division, has switched to Noel, Page & Brown, N. Y.

Mullins/Earl Adv. moves to 3308 Beverly Blvd., Los Angeles 4. Telephone: Dunkirk 5-9088.

Procter & Gamble (Spic and Span cleanser), Cincinnati, through Young & Rubicam, New York, is buying 90-second spots in participating shows in approximately 20 markets starting early this month.

Billy Graham Evangelistic Assn., through Walter F. Bennett & Co., Chicago has purchased four weekly one-hour programs on ABC-TV starting June 1, 8-9 p.m. EDT. Hour-long programs will pick up Mr. Graham's appearances at New York's Madison Square Garden.

Reader's Digest Assn. has signed for Wednesday quarter-hour segment of *Arthur Godfrey Time* on CBS. Contract for 52 weeks placed through BBDO, N. Y.

This time we got help. Our 1,450'-above-average-terrain tower is on the way up—again. WMT-TV • CBS for Eastern Iowa • *Reps: The Katz Agency*

N.J. LAWYER MAY GET FCC POST

- **He's Edward Mills, now in other administration job**
- **White House checks Jersey senators for clearance**

THE White House last week advised New Jersey's senators that a 51-year-old New Jersey lawyer was under active consideration to succeed George C. McConnaughey on the FCC.

It was widely believed that the White House would soon submit for Senate confirmation the name of Edward K. Mills Jr., now deputy administrator of the General Services Administration, for a seven-year term on the FCC beginning July 1. Chairman McConnaughey's term expires June 30.

Whether the President had Mr. Mills in mind for the FCC chairmanship could not be learned at the time this story went to press.

At midweek it was reliably said that Mr. Mills' appointment to the commission would be sent to the Senate momentarily, and it was then believed he was also destined for the chairmanship. By week's end, however, the question of the chairmanship became unsettled. Indeed, some uncertainty developed as to the commissionership appointment itself.

Some senators from other states supporting other candidates for the FCC were said to have urged the White House to reconsider the Mills appointment.

There were conflicting reports as to the probable choice of a chairman. Speculation centered around Mr. Mills and two incumbent Republicans, Comrs. John C. Doerfer and Robert E. Lee.

The other incumbent Republican, Rosel H. Hyde, has already held the chairmanship. He was appointed to it by President Eisenhower July 1, 1953, and served until Mr. McConnaughey joined the FCC as chairman Oct. 4, 1954.

Mr. Mills joined the Eisenhower "businessman's government" a year ago for his second tour of government service. His first was during the Roosevelt administration when he was chief of the Opinion Section of the Civil Aeronautics Authority in 1939-40. His primary interest, however, has been in New Jersey law practices.

He was active in the Eisenhower presidential campaign of 1952 as chairman of the Morris County Citizens for Eisenhower Committee. He is a neighbor of such Eisenhower Republican bigwigs as Bernard M. Shanley, secretary to the President, and Rep. Peter Frelinghuysen Jr. (R-N. J.).

Early in his law practice he was associated with William J. Brennan Jr., now Associate Justice of the U. S. Supreme Court.

Mr. Mills was said to have the endorsement of both New Jersey senators, Clifford P. Case and H. Alexander Smith (both Republicans). Indeed it was from aides of those two senators that word came last Wednesday that the appointment of Mr. Mills was "in the works."

A day later, Colgate S. Prentice, secretary to Rep. Frelinghuysen, said that Mr. Mills' nomination had been "cleared with both New Jersey senators, but has not yet been cleared with Sens. Knowland and Bricker." (Sen. William F. Knowland [R-Calif.] is minority leader of the Senate. Sen. John W. Bricker [R-Ohio] is ranking minority member of the Senate Commerce Committee. It is that committee to which FCC nominations are sent.)

Sen. Bricker has been a strong supporter of FCC Chairman McConnaughey.

Mr. McConnaughey left last Thursday for a long weekend in Columbus, Ohio, where he lived before joining the Eisenhower government as chairman of the Renegotiation Board, the job he held before his appointment to the FCC.

A fortnight ago Mr. McConnaughey purchased a home in Columbus [Closed Circuit, April 29]. Two weeks earlier it had been learned that he had put his Washington home up for sale [Closed Circuit, April 15].

FCC CANDIDATE MILLS

A DARK HORSE IS LEADING THE FIELD

For some time it has been speculated that Mr. McConnaughey would open a law practice, perhaps with offices in Washington and Columbus.

Before leaving for Columbus last Thursday (he is due to return to Washington tomorrow), Mr. McConnaughey said he had not made up his mind whether he would open a Washington office. His son has been maintaining a Columbus practice that was started by Mr. McConnaughey.

Mr. McConnaughey was appointed to the FCC to fill the unexpired term of Comr. George E. Sterling, who resigned. His appointments as a commissioner and as chairman were announced coincidentally by the White House.

The 6-foot-three, 215 lb. Edward Kirkpatrick Mills Jr. comes from old New Jersey stock, tracing his family back to Revolutionary days. He was born in Morristown March 19, 1906.

Mr. Mills followed the Morris County patrician road—to Phillips Exeter Academy; to Princeton U., from which he received his bachelor's degree in 1928; to Yale Law School, from which he received his LL.B. in 1931.

His early law work was with the top-drawer New Jersey legal firm of Pitney, Hardin & Skinner, Newark, N. J. In those junior days he shared the firm's "bull pen" with another young Jerseyman, William J. Brennan Jr., who last fall was named an Associate Justice of the U. S. Supreme Court. Mr. Mills' early practice encompassed the field of corporation law, including specialization in railroad reorganization work. He served as secretary of the Bondholders Protective Committee of the Northern Ohio Railroad and of Central of Georgia Railroad.

In 1939 Mr. Mills came to Washington, where he served as chief of the Opinion Section of what was then the Civil Aeronautics Authority. Mr. Mills prepared the CAA's first air mail rate and new route opinions.

During the second World War, Mr. Mills flew with the Civil Air Patrol on anti-submarine missions, transferring to the Air Corps as a flight instructor and becoming an Air Transport Command pilot. He also served as planning officer at ATC headquarters, and on the secretariat of two Joint Chiefs of Staff committees—on Atlantic communications, and on Army-Navy air transport facilities in the Pacific. He received the Air Medal for his services. He held a commercial pilot's license, with a flight instructor rating. He has logged more than 1,000 hours.

He returned to Morristown after being mustered out of service with the rank of major, joining his father in the family law firm of Mills, Jeffers and Mountain.

In 1949 and again in 1950, Mr. Mills was mayor of Morristown. In the 1930s he had served on the board of alderman. He is a director of the Morristown Trust Co. and a vice president and director of Theobald Printing Co., Morristown. He was a member of the Morristown area Chamber of Commerce and a trustee of the Morristown Neighborhood House and other charitable institutions.

Almost one year ago, on May 21, 1956, Mr. Mills was named deputy administrator of the General Services Administration (salary: $20,000). This is the federal agency which oversees the vast U. S. housekeeping. It builds and maintains all U. S. government buildings, arranges for transportation and communications services for the federal government; handles the national stockpile and is in charge of the National Archives.

As the No. 2 man in the GSA, Mr. Mills is the operating general manager of this vast and complex organization. For the past four months, in addition to this major job, Mr. Mills has acted as commissioner of GSA's Transportation and Public Utilities Service.

Despite his bulk, Mr. Mills carries him-

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self with easy assurance. His hair, parted on the side, is iron gray turning white in front. He uses dark, horn-rimmed glasses. His flannel suits are expensive, and subdued. His manner is mild, with a spark of dogmatism, but withal affable. He is considered by those who know him to be a "lawyer's lawyer."

Mr. Mills has no associations in the broadcasting or advertising field. In an interview with B•T he declined to express any opinion on broadcasting except to say he has "an open mind on radio and tv." He said he likes to "marshal his facts and then reach a conclusion."

An intriguing sidelight is Mr. Mills' serious interest in inventions. He holds two patents and has two others pending at the Patent Office. One patent is for a convertible vehicle, a combination automobile, airplane and boat. Another is a junior pilot trainer, developed before World War II. Patents are pending for a new type of automobile safety device, and for a passenger seat which can be converted into a berth with a minimum of effort, useful for airplane or railroad carriers.

Mr. Mills is a member of Phi Delta Phi, national legal fraternity; Princeton's Colonial Club; the Metropolitan and Capitol Hill Clubs in Washington, and the Morristown Club in New Jersey. At Princeton he was on the track team (high hurdles).

Mr. Mills and his family (he married the former Shirley Burks of Brownsville, Tex.), live in the fashionable Georgetown section of Washington. They have two daughters, Shirley Neel, 9, and Katina Slade, 7. The family are members of Washington's Christ Episcopal Church.

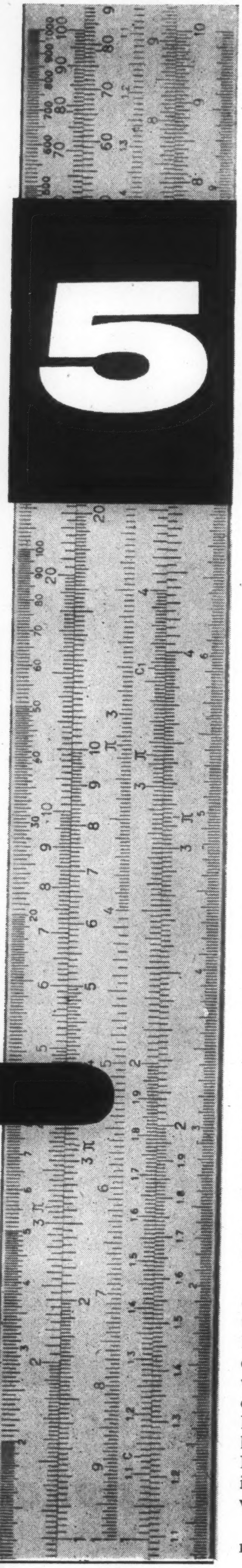
FCC Stays KNAC-TV Purchase, Sets Hearing on Protest

THE FCC last week postponed the effective date of its Feb. 27 action in approving the sale of 50% of ch. 5 KNAC-TV Ft. Smith, Ark., to George T. Hernreich and set the grant for hearing.

The hearing was scheduled on the protest of Southwestern Publishing Co. (ch. 22 KFSA-TV Ft. Smith), which claimed that it had contracted to purchase the station from H. S. Nakdimen, who died Dec. 20, 1955. Messrs. Nakdimen and Hernreich formerly were competing applicants for ch. 5 and Mr. Hernreich was given an option to purchase 50% of the station in return for withdrawing his application.

The Commission ordered the hearing to determine (1) if Mr. Hernreich conspired to breach the agreement for assignment of KNAC-TV to Southwestern and to prevent consummation of such agreement; (2) whether Mr. Hernreich has failed to carry out representations made by him to the FCC; (3) whether there has been an unlawful transfer of control of KNAC-TV to Mr. Hernreich and others, and (4) whether in light of the evidence, grant of the sale would serve the public interest.

The parties were given until May 31 to return station control to Mrs. Nakdimen.



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AND THE
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PULSE REPORT
MARCH, 1957

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Now in its 5th year, "Star Shoppers" visits a different market each morning, delivering effective, tangible merchandising support and in-store promotion that **means business.**

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DAYTIME ACTION 6 MONTHS AWAY

- **So Craven guesses in testimony to Senate daytime unit**
- **DBA, CCBS, FCC, others testify in two-day Hill hearing**

AN FCC commissioner last week told a special Senate subcommittee that the Commission would make a decision on the Daytime Broadcasters Assn. petition for extended hours of operation "as fast as possible," but any approximation of a date for settlement of the thorny problem remained suspended at the end of a two-day hearing on a DBA charge of FCC delay in acting on its petition.

FCC Comr. T. A. M. Craven Tuesday told the Senate Special Daytime Radio Broadcasting Subcommittee, headed by Sen. Wayne Morse (D-Ore.), that "we have seven different opinions, possibly, and it is very difficult for me to say how quickly we can resolve our differences in terms of days or months." He agreed to supply the subcommittee with a proposed timetable for resolving the matter after the Commission has discussed the DBA petition and the clear channel case at a meeting May 22.

Comr. Craven told the subcommittee that, "as a personal guess," it would take at least six months for the Commission to resolve its differences on the problems after the May 22 meeting.

Last Monday 16 witnesses from all parts of the country paraded before the subcommittee to testify for the DBA cause or to counter on behalf of the Clear Channel Broadcasting Service, and Tuesday the Senate unit heard four FCC officials ardently defend the Commission's delay in acting on the daytimers' 3-year-old petition.

Hearing testimony from broadcasters, FCC commissioners and other officials were Sen. Morse, Sen. Alan Bible (D-Nev.) and Sen. Andrew F. Schoeppel (R-Kan.), members of the Senate Small Business Subcommittee named in March to investigate the DBA complaint against the Commission for its inaction [B•T, March 25, *et seq.*]

Since shortly after its organization, member stations of DBA and other small local stations have sought extension of their present sunrise-to-sunset hours as follows: from 5 a.m. or sunrise (whichever is earlier) to 7 p.m. or sunset (whichever is later).

The merits of engineering data presented by Hollis M. Seavey, executive director of the Clear Channel Broadcasting Service, and the rights of the public to better local radio service asserted by DBA Board Chairman J. Ray Livesay, owner of WLBH Mattoon, Ill., were prime factors in the hearing.

While DBA supporters and CCBS witnesses expressed different bases for accepting or rejecting the daytimers' request for extended hours, both joined Sen. Morse in denouncing the FCC for its delay in acting on the DBA request.

Sen. Morse opened the hearing last Monday by asserting that if the DBA charges against the FCC were true, "this represents a deplorable situation." He said Congress has a duty to watch over the regulatory agencies which it creates and that it appeared that the Commission had treated "a substantial number of small businessmen in a cavalier and perhaps even in an inconsiderate manner."

He stated that he wanted one or more commissioners present for Tuesday's session—that the FCC general counsel's appearance for the Commission would be unsatisfactory.

First principal witness for the DBA cause was Mr. Livesay, who testified and presented two prepared statements to the subcommittee.

Noting that the DBA repesents some 150 small radio stations, Mr. Livesay said "this problem of ever-changing hours between the winter and summer months works hardships on our stations, advertisers and listeners."

Tracing the progress of the clear channel and daytime skywatch problems as separate proceedings and citing their later consolidation, Mr. Livesay stated that daytime stations joined to form the DBA in January 1954 when it was learned that the FCC was preparing a new set of engineering curves (proposed March 11, 1954) which would have reduced the then sunrise-to-sunset hours of some stations.

SCHOEPPEL MORSE

THE SENATE WANTS ACTION

Mr. Livesay told the subcommittee that the daytimers' request for extended hours of operation "is not just an engineering problem. It goes deeper than this; you can't weigh it on engineering data alone. You must weigh this matter on the wants—the desires—of listeners."

Of the FCC delay in acting on the DBA petition, Mr. Livesay said "this stalling is intolerable—it seems to be going on forever." He urged "relief" for the more than 1,200 daytime stations in the U. S., and stated that if the daytimers were permitted to be on the air from 5 a.m. to 7 p.m. "we would be granting people a service which they would never want to relinquish."

Mr. Livesay's testimony was backed up by statements from a group of seven daytime station owners, a North Carolina mayor, a tobacco farmer in the Tarheel state, a Texas banker, Rep. William L. Springer (R-Ill.), and Sen. W. Kerr Scott (D-N. C.).

The DBA witnesses asserted that under the present sunrise-to-sunset hours of operation, farmers in communities without daily newspapers or clear channel radio service couldn't get local weather forecasts or price reports before they began the day's work. Rural housewives also were handicapped by lack of weather information and school bus schedules, and were forced to send their children out into bad weather without knowing if schools would be open, the group said.

In addition to Mr. Livesay, Rep. Springer and Sen. Scott, those testifying or entering prepared statements into the record for the DBA cause last Monday were Alf M. Landon, former Republican candidate for President in the 1936 campaign and present owner of KSCB Liberal, Kan.; Ralph L. Weir Jr., owner of KJCK Junction City, Kan.; Edward Mason, general manager of KXXX Colby, Kan.; John Charles Thomas, former Metropolitan Opera star and now executive vice president and managing director of KAVR Apple Valley, Calif.; Joe Leonard Jr., general manager of KGAF Gainesville, Texas; and Frank Morris Jr., president of the First State Bank of Gainsville.

Others were Hecht S. Lackey, president and general manager of WSON Henderson, Ky.; Richard E. Adams, general manager of WSOX Framingham, Mass.; Charles B. Stafford of Fairmont, N. C., secretary and treasurer of the Tobacco Board of Trade; Mayor Voit Gilmore of Southern Pines, N. C., and station KMMJ Grand Island, Nebraska.

In rebuttal testimony at the end of the hearing Tuesday, Benedict J. Cottone, Washington attorney for the DBA, said the engineering concepts formulated for radio stations by the FCC in 1934 or 1935 were outmoded, and stated that the DBA petition "must be decided basically and initially upon the question of whether the public will best be served by the extended hours of operation." The problem is not one which should be decided solely on technical engineering considerations, he said.

Most of the early engineering concepts established by the FCC were arbitrarily decided, and the question of interference is not the only one to be considered in the problem, Mr. Cottone added.

He outlined the history of the DBA petitions, noting that the initial petition was filed in March 1954 and was followed by briefs in July 1954 and April 1955 and a petition in December 1955 asking that DBA be allowed to be an intervenor in the clear channel case where it involved hours of operation of daytime stations.

In answer to the charge by CCBS and FCC officials that the daytimers had offered either no engineering data or insufficient technological facts to support its petition, Mr. Cottene said, after the hearing, that the DBA will file "an additional statement which will show the fallaciousness of their engineering principles."

He stated that the briefs filed before the Commission in July 1954 and April 1955 included engineering data to support the daytimers' position. This information was prepared by Comr. Craven, who was at the time a member of the private firm of Craven, Lohmes & Culver, consulting radio engineers, and by Ralph Bitzer of St. Louis, Mo.

Opening Monday afternoon's testimony in opposition to the daytimers' petition was CCBS Director Hollis M. Seavey.

Noting that the clear channel organization is composed of 14 Class 1-A stations and has the support of some 59 other clear channel and regional stations, Mr. Seavey said daytime stations operating on extended hours would cause "intolerable interference" to existing fulltime stations; would interfere with stations in Canada, Mexico and Cuba, which operate on the same frequencies as 410 U. S. daytime stations and would hamper the daytime stations themselves, and the listening public.

LIVESAY BAKER AND CRAVEN SEAVEY

FCC FINDS ITSELF IN THE MIDDLE BETWEEN DAYTIMERS AND CLEARS

Extended hours of operation for daytime stations "would destroy all of the secondary or skywave service of clear channel stations and severely limit the groundwave service of Class 1-A stations during the extended hours," he said, and "would substantially degrade existing nighttime radio service to rural and remote America, which service is already admittedly inadequate."

As an example of actual interference to a clear channel station by daytime stations operating on the same frequency after sunset and before sunrise, Mr. Seavey cited WCAU Philadelphia, and noted that four daytimers on 1210 kc during the winter months "would destroy the entire secondary service area of WCAU in which reside 30,167,942 people and would deprive 4,459,351 people of the interference-free primary service they now receive . . ."

Adding engineering support to Mr. Seavey's testimony was A. Earl Cullum Jr., consulting engineer, representing WBEN Buffalo, N. Y., who asserted that "engineering considerations . . . are the basic considerations upon which any broadcast service must be built."

Mr. Cullum stated that approval of the DBA petition would not benefit the public "since their accustomed radio service would be made unusable in large areas during portions of the day;" nor the full-time broadcaster "since his service area would be severely reduced twice during the broadcast day," nor the daytimer himself "since during the additional time he would be permitted to broadcast the service area of his station would be severely restricted."

Mr. Cullum told the subcommittee he also had interest in a daytime station—"I'm sympathetic to the DBA problem but I couldn't ask for extended hours of operation for my station to the great detriment of so many other stations." He also noted that all daytime station owners must be cognizant of the limited operating hours when they apply for a daytime facility.

To extend operating hours of daytime stations would require revamping the present international treaties with Canada (NARBA), Cuba and Mexico, he added. Mr. Cullum defended the FCC delay in finalizing the daytimer and clear channel problems because "they couldn't decide something arbitrarily while the government was negotiating treaties with these foreign countries."

In a prepared statement, the engineer said "these studies indicate that the proposal would result in a net loss of service to the public. The proposal is . . . utterly unsound, in violation of engineering experience and the laws of nature and cannot be in the public interest. If the Commission is at fault in the handling of this petition, the fault lies in not dismissing it promptly."

Terming the DBA proposal an "irresponsible one" which would create "bedlam," Louis Seltzer, president of WCOJ Coatesville, Pa., cited his earlier letter to Sen. Morse denouncing the daytimers' cause. He said the petition was a "something-for-nothing proposal" which would cause more harm than good to the DBA stations themselves.

Also entered into the record in opposition to the DBA petition was a statement by Stuart L. Bailey of Jansky & Bailey Inc., Washington, D. C., consulting engineers, on behalf of WTAR Norfolk, Va.

Testifying for the FCC in last Tuesday's session were Comrs. Craven and Rosel H. Hyde, General Counsel Warren Baker and James Barr, assistant chief of the Commission's broadcast bureau.

Reasons cited by Mr. Baker for the Commission's delay in acting on the DBA petition were:

(1) That the proposal could hardly be separated from the unsettled clear channel and daytime skywatch proceedings.

(2) That the problem was related to the international agreements with neighboring countries "because the fundamental allocation in the entire hemisphere had to agree . . . to the allocations within the U. S."

(3) That the FCC has been involved since 1950 in many problems, especially those of allocations for television and the deintermixture of uhf and vhf channels.

(4) That the initial DBA proposal "actually requested that the Commission defer and delay its consideration of the case . . ." reopen the records of the clear channel and daytime skywatch proceedings and consolidate them with the DBA request for extension of daytimers' hours.

Mr. Baker also noted that the DBA petition filed initially in March 1954 has been amended twice—first in May 1955 and then again in December 1955. He said the Senate Commerce Committee in February 1949 had asked the FCC to delay decisions in both the daytime skywatch and clear channel proceedings.

In answer to questions by Sen. Morse, Comr. Hyde said that advance invitations were extended to all segments of the broadcast industry to meet with the FCC and the State Department and help prepare the U. S. government's position for negotiating radio agreements with hemisphere countries.

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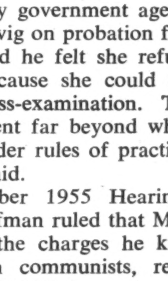


Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

He added that after the various treaty negotiations were underway, daily meetings were held with industry officials and further advice obtained from them on their positions in the treaties being prepared.

To give daytimers extended hours of operation would cause interference to stations in Canada, Cuba and Mexico on some frequencies but not others, Comr. Hyde said.

Mr. Baker noted that "technically under the rules the Commission today could dismiss the DBA petition," and said if the proposal were dismissed "out of hand, I would have no trouble defending this in court."

Also testifying at Tuesday's final session was John S. Cross, acting chief of the Telecommunications Division of the State Department, who corroborated Comr. Hyde's earlier testimony that industry representatives had been invited to preparatory meetings prior to the various international radio treatly conferences. He added that DBA representatives were present at meetings held prior to the recent treaty conference with Mexico, and that they did have an adequate hearing for their views.

Also hearing testimony during the two-day Senate investigation were Lee C. White, counsel for the full Senate Small Business Committee; Walter Stults, staff director for the committee; Sens. A. S. Mike Monroney (D-Okla.), and Edward J. Thye (R-Minn.).

FCC Reaffirms Purchase Of WLBR-TV by Triangle

THE FCC last week reaffirmed its approval of the sale of ch. 15 WLBR-TV Lebanon, Pa., to Triangle Publications Inc. for $115,000. The vote was 4-2, with Comr. Robert E. Lee not participating and Comrs. Rosel H. Hyde and Robert T. Bartley dissenting.

Commission approval was first given for the Triangle purchase without a hearing in November 1955, but was stayed and set for hearing at the protests of WHP-TV, WCMB-TV and WTPA (TV), all uhfs at Harrisburg, Pa. The main contentions made by the protestants were that approval of the WLBR-TV buy would give Triangle undue concentration of control, overlap of signals of its tv stations and undue competitive advantage.

These pleas lack persuasive merit, the Commission majority ruled, and said that in none of the fields of communications does Triangle enjoy a monopoly. The FCC further said that the competitive position and practices of Triangle, insofar as reflected by the record, are lawful.

Triangle owns WFIL-AM-TV Philadelphia; WFBG-AM-TV Altoona, Pa.; WNBF-AM-TV Binghamton, N. Y.; WNHC-AM-FM-TV New Haven, Conn., and 50% of WHGB Harrisburg. The firm also publishes the *Philadelphia Inquirer* and several magazines. Walter H. Annenberg, president and director holds 98% of the Triangle stock. Roger W. Clipp is vice president-general manager of Triangle's radio-tv division.

WLBR-TV was purchased from WLBR (52%), *Lebanon Daily News* (37.78%), and three other stockholders. WLBR is owned equally by David S. Etter, H. Raymond Stadiem and Eugene Silversten.

In dissenting, Comr. Mack said he was not satisfied that transfer of WLBR-TV to Triangle would be in the public interest and Comr. Bartley felt there would be too much overlap between the firm's WFIL-TV and WFBG-TV.

Natvig Sentence Suspended In Lamb Case Perjury Action

THE Edward Lamb license renewal case, before the FCC for nearly three years, and turnabout witness Marie Natvig were back in the news last week.

MRS. NATVIG

U. S. District Judge Alexander Holtzoff suspended the sentence of eight months to two years given Mrs. Natvig on a perjury conviction for her testimony during a Commission hearing on the renewal of Mr. Lamb's license for his WICU-TV Erie, Pa. In October 1954 she testified she had known Mr. Lamb as a member of the Communist Party during the 1930s and that she had been a communist herself.

The following February Mrs. Natvig recanted that testimony, claiming she had been coerced into making her earlier statements by the FCC and FBI agents. The Commission had charged Mr. Lamb lied when he claimed in previous applications before the FCC that he had had no connection with the Communist Party. In May 1955, a jury, before Judge Holtzoff, convicted Mrs. Natvig of perjury for her testimony during the FCC hearings.

Mrs. Natvig acknowledged last week before Judge Holtzoff that her first testimony before the FCC was "voluntary" and that she was not "intimidated or coerced" by any official of any government agency. In placing Mrs. Natvig on probation for two years, the judge said he felt she refuted her first testimony because she could not take the strain of cross-examination. The cross-examination went far beyond what would be permitted under rules of practice in federal courts, he said.

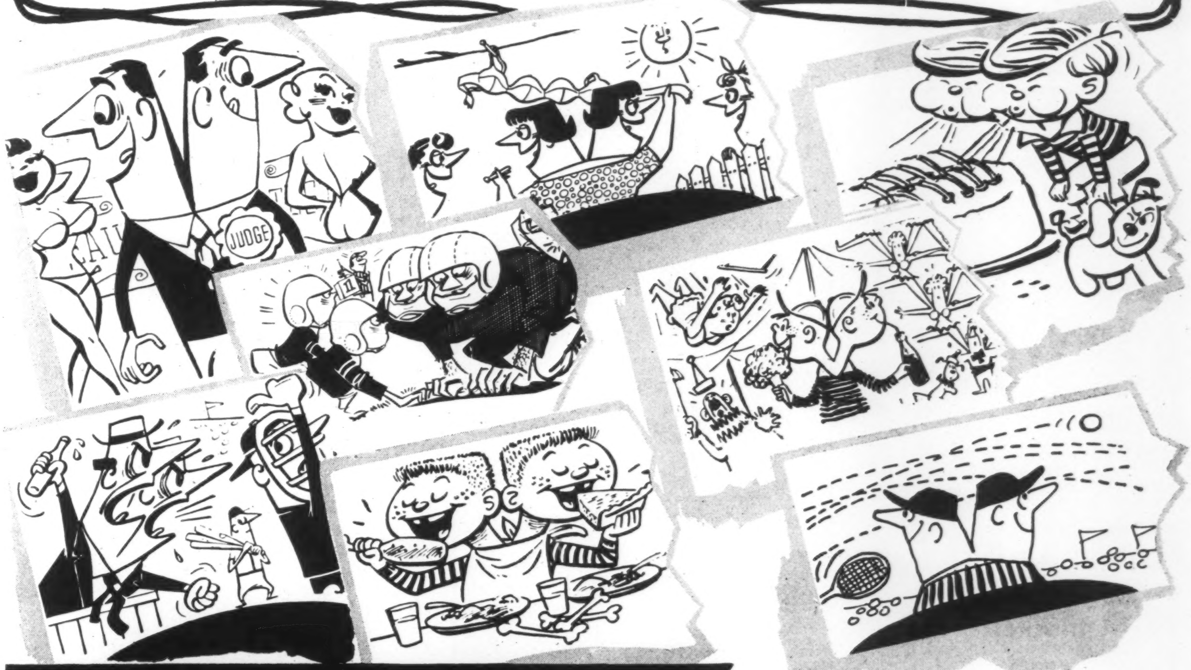
In December 1955 Hearing Examiner Herbert Sharfman ruled that Mr. Lamb was innocent of the charges he knowingly associated with communists, recommending that the WICU-TV license be renewed. The Commission still has not issued a final decision.

$320,000 WAPA-TV Sale Among Approvals by FCC

WAPA-TV San Juan, P. R., was among several sales approved by the FCC last week. Winston-Salem Broadcasting Co. has purchased the island station for $320,000.

Winston-Salem is licensee of WSGN-AM-FM Birmingham, Ala., WLOW Portsmouth, Va., and WTOB-AM-TV Winston-Salem, N. C. Principals include President James

2 heads are better than 1



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- 15 of the Top 16 Weekly Shows.
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(February 1957 ARB)

EXCLUSIVE COVERAGE FULL 30-COUNTY MARKET

THE **BIG**
MR. SIX
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Demand absolute proof of KOIN-TV's Superior Coverage of the full 30-county Oregon Market (Oregon and Southern Washington) from your nearest CBS Television Spot Sales Office

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Can You Top This?

*36.1 AVERAGE RATING on 10 P.M. TV NEWS! MONDAY THRU FRIDAY!

No wonder wise ad men "PICK 6" in the OMAHA Market!

★Week of Feb. 4-8 WOW-TV 10 P.M. News SOURCE February ARB

WOW-TV CHANNEL 6

BLAIR TV, Representative
FRED EBENER, Sales Manager

A MEREDITH STATION
CBS TV
OMAHA, NEBRASKA

W. Coan (14.4%), general manager John G. Johnson (12.6%) and 10 other Winston-Salem residents.

Among other sales approvals were:

WPEO Peoria, Ill., sold for $70,000 to Merritt Owens, Robert E. Sharon, Kenneth R. Greenwood and Lee Vaughn, who will operate as Dandy Broadcasting Co. Mr. Sharon and Mr. Greenwood are salesmen at WHB Kansas City, Mo. Mr. Owens has advertising interests and Mr. Vaughn is an attorney.

WBOW Inc. has bought WBOW Terre Haute, Ind., for $108,000. New owners are Jerome W. O'Connor 70% and Thomas L. Davis and Ray Freedman 13.4% each. Mr. O'Connor owns WPFA Pensacola, Fla., Mr. Davis is 50% owner of KLEE Ottumwa, Iowa, and Mr. Freedman holds advertising interests.

John Poole Broadcasting Co. has sold 51% of KBIF Fresno, Calif., to David T. Harris and Ethan Bernstein for $40,800. The station will be licensed to KBIF Inc. Mr. Harris is manager of KWG Stockton, Calif., and Mr. Bernstein is a salesman with KMJ Fresno. Poole Co. is licensee of KBIG Avalon and owns cp's for KBID-TV Fresno and KBIC Los Angeles.

Sale of WQIK for $150,000 Filed by Macri With FCC

THE SALE of Carmen Macri's WQIK Jacksonville, Fla., to Thomas Casey and Marshall W. and wife Carol C. Rowland for $150,000 was filed last week for FCC approval. The sale is being made so that Mr. Macri can buy WJHP-AM-FM that city from the *Jacksonville Journal*. The sale was filed two weeks ago for Commission approval [B•T, April 29].

The Rowlands (he is a former WJHP salesman-announcer) in turn, are selling their WFBF Fernandina Beach, Fla., to Edward G. Murray for $60,000, plus the assumption of $4,448 in notes. They also hold a cp for WSIZ Douglas, Ga. Mr. Casey, St. Mary's, Ga., businessman, is the father of Mrs. Rowland.

A March 31 balance sheet for WQIK showed an earned surplus of $13,659, current profits of $1,802, total assets of $41,212 and total liabilities of $6,620. Independent WQIK is on 1280 kc with 1 kw day. Mr. Macri also holds a cp for ch. 30 WQIK-TV.

Mr. Murray formerly was associated with WRCV-TV Philadelphia and WTBO Cumberland, Md., and currently is a consultant for Storer Broadcasting Co. Gross income of WFBF for the 12 months ended Sept. 30, 1956, was $45,075 with a net profit of $15,533. Earnings for the five months ended Feb. 28 were approximately $1,300 per month. The station is an independent on 1570 kc with 1 kw day.

Also filed for Commission approval was the $100,000 sale of WAPL Appleton, Wis., one of the Bartell stations, to Connie Forster (40%) and Karl P. Baldwin, L. H. Chudacoff and R. P. Beelen (each 20%), all Appleton residents.

Miss Forster is general manager of WAPL and holds four shares of non-voting stock in the Bartell Stations (WAPL, WAKE Atlanta, KCBQ San Diego, KRUX Glendale, Ariz., and controlling interest in WMTV [TV] Madison, Wis.).

The WAPL balance sheet, dated Feb. 28, showed a net worth of $10,195 with a $6,395 surplus. Current assets were $22,931, total assets $46,172 and total liabilities $35,977. Current assets of the 1 kw daytimer on 1570 kc will remain with Bartell.

Commission Grants 5 Permits For New Am Radio Stations

FIVE construction permits for new am radio stations were granted by the FCC last week.

The grants were:

Panama City Beach, Fla.—Mel Wheeler, 1290 kc, 500 w daytime. Mr. Wheeler is president, general manager and 25% owner of WEAR-AM-TV Pensacola, Fla., and general manager of WJDM (TV) Panama City.

Macon, Ga.—William H. Loudermilk, 900 kc, 250 w daytime. Mr. Loudermilk is chief engineer at WEAS Decatur, Ga., and owns a radio-tv repair service.

Manchester, Ga.—Radio Manchester Inc., 1370 kc, 1 kw daytime. Co-owners are C. H. Grider, 33.3% owner of WIMO Winder, Ga., and WGSW Greenwood, S. C.; George B. Cook Jr., manager of WGSW; George T. Burton Jr., salesman at WTRP La Grange, Ga., and W. C. Woodall Jr., owner of WDWD Dawson, Ga., 33.3% of WGRA Cairo, Ga., 33.3% of WIMO and 50% of WGSW.

Plymouth, N. C.—Harry A. Epperson Sr., 1470 kc, 1 kw daytime. Mr. Epperson owns WBRG Lynchburg, Va.

Grants Pass, Ore.—Grants Pass Broadcasting Co., 1270 kc, 1 kw daytime. James O. Wilson Jr. and Jim T. Jackson, announcers at KLAD Klamath Falls, Ore., are Grants Pass owners.

4 Am Initial Decisions Issued, One to Be Effective Immediately

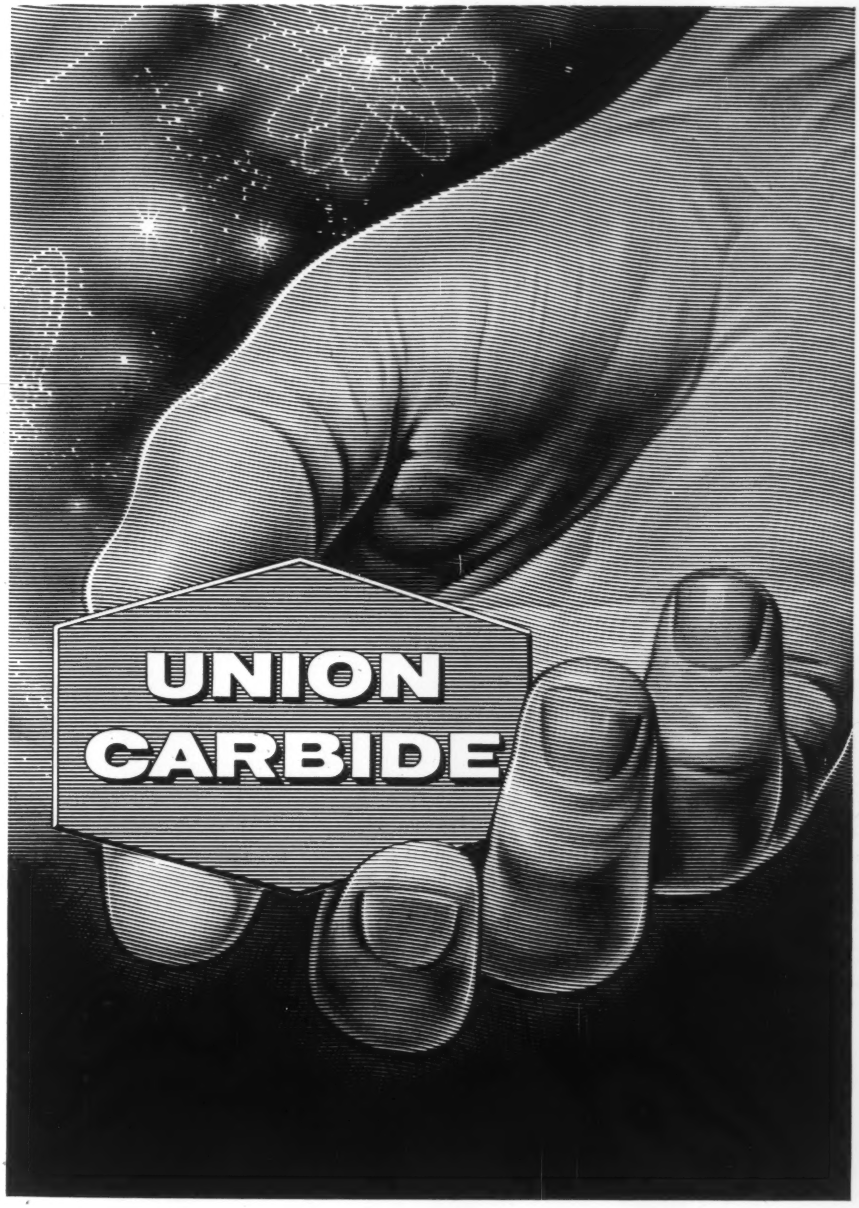
FOUR initial decisions on am applications were issued by the FCC the last fortnight. The FCC made one effective immediately.

Examiner Thomas H. Donahue favored the application of Jefferson County Broadcasting Co. for 1270 kc, 5 kw daytime in Pine Bluff, Ark. Examiner Donahue ruled that the opposing application of Kermit F. Tracy, for 1270 kc, 1 kw daytime in Fordyce, Ark., would not provide the service deemed desirable for economic distribution of facilities. The favored applicant will serve a much larger population, providing better public service, Examiner Donahue said. Jefferson principals are Louis Alford, Phillip D. Brady and Albert M. Smith, owners of WAPF McComb, Miss., WMDC Hazelhurst, Miss., and WABL Amite, La.

The FCC has made effective immediately a hearing examiner's initial decision favoring Stephenville Broadcasting Co. for a new am in Tahlequah, Okla. Since no exceptions (to the initial decision) were filed in the time allotted for filing, Examiner J. D. Bond's decision of March 28, 1957 [B•T, April 1] was declared in force.

Stephenville owners are Galen O. Gilbert and J. R. Kincaid, owners of KSTV Stephenville and KTAN Sherman, both Tex.

Lawrenceville Broadcasting Co. was fa-



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vored by Examiner Annie Neal Huntting for a new am in Lawrenceville, Ill. The applicant has asked for 1350 kc, 500 w daytime. The examiner ruled that the need for service in Lawrenceville outweighed the need of proposed service by the competing applicant for the same facilities in Newburgh, Ind., Southern Indiana Broadcasters Inc. The favored applicant will bring service to a city and county that had been without any station and with primary service from only two stations, the examiner said. Lawrenceville owners are Ray J., George R. and Stuart K. Lankford.

Hearing Examiner Donahue has issued an initial decision which favors the application of Polk Radio Inc. for a new am station in Lakeland, Fla. W. H. Martin (52% owner of WMEN Tallahassee, Fla.) is 96.6% owner of the application for 1330 kc, 1 kw daytime in that city. The examiner decided Polk's equity should protect its application and made the grant over the protest of the Broadcast Bureau.

Malco Applies for Two Uhfs Within Week at Commission

MALCO THEATRES Inc., last week filed its second and third applications at the FCC for uhf channels within a week's time.

Two weeks ago Malco asked for ch. 40 in Columbus, Ohio [B•T, April 29]. The two most recent filings were for ch. 36 in Davenport, Iowa (which is no longer allocated to that city), and ch. 65 in Kansas City. Malco, which formerly owned WEOA-WEHT (TV) Henderson, Ky.-Evansville, Ind., and operates theatre chains in the Midwest, is principally owned by M. A. Lightman.

For the Kansas City facility, the applicant proposed 722 kw, antenna 278 ft. above average terrain (atop the downtown Waldheim Bldg.), $295,982 for construction costs and $250,000 for first year operation. In Davenport, Malco is seeking a power of 23.32 kw and antenna 98 ft. above average terrain. Construction costs were estimated at $124,300 with $140,000 to be spent for operation the first year.

The FCC deleted ch. 36 from Davenport, replacing it with ch. 68, in the same action that shifted ch. 8 from Peoria, Ill., to Davenport-Rock Island-Moline, Ill. [B•T, March 4].

Also filed last week was an application for ch. 5 in Weston, W. Va., by dark ch. 35 WJPB-TV Fairmont, W. Va.

Last December, the FCC changed the educational limitation on ch. 5 (at the request of J. Patrick Beacom, owner of WJPB-TV) and made it available for commercial use [B•T, Dec. 24, 1956].

WJPB-TV asked for a power of 100 kw, antenna 881 ft. above average terrain and estimated his costs at $146,000 for construction and $90,000 for first year operation. Mr. Beacom, mayor of Fairmont and former member of the West Virginia legislature, owns WBUT-AM-FM Butler, Pa., and 70% of WVVW Grafton, W. Va. He said he would donate 25% of the station's air time for educational programming.

Never mind the uranium, Charlie, wait 'til you hear what's happening at WPTR.

FCC Can't Enforce Programs Of 'Good Music', Says Examiner

"THE FCC does not and indeed cannot decree, in effect, that 'Thou shalt play Beethoven, not bebop'," Hearing Examiner Herbert Sharfman ruled last week in recommending that the sale of WGMS-AM-FM Washington to RKO Teleradio Pictures Inc. be reaffirmed.

The $400,000 sale was protested by WGMS minority stockholder Lawrence M. C. Smith in an effort to keep the stations good music outlets. The sale first was approved by the Commission last July [B•T, July 23, 1956], but was set for hearing following Mr. Smith's protest. RKO had taken over WGMS-AM-FM, operating the am outlet as a Mutual affiliate, but in November was ordered by the Commission to return the stations to the original owner, Good Music Stations Inc.

Mr. Sharfman said that he, as much as anyone, "is personally in favor of good music, and the more good music the better." He said, however, that while the lovers of good music are numerous, they cannot dictate the offerings of a station which proposes an otherwise "unimpeachable" program schedule.

U. S. High Court to Decide On Benny Parody of 'Gaslight'

THE question of whether a parody of a copyrighted work violates the copyright laws was taken up last week by the nation's highest court.

At the request of comedian Jack Benny, his sponsor, the American Tobacco Co., and CBS, the U. S. Supreme Court agreed last week to decide the issue. The case stems from a parody of the motion picture "Gaslight" written for Mr. Benny's radio and tv programs on CBS.

The Benny program, titled "Autolight," was carried on radio. Lowe's Inc., which owns the motion picture rights for "Gaslight," obtained a restraining order from the Federal District Court in Los Angeles preventing a telecast of the parody. Last January, the U. S. Court of Appeals in San Francisco upheld the district court's ruling [B•T, Jan. 7]

Mr. Benny, American and CBS, in asking for a review, claimed the art of parody is as old as literature itself. The lower court's ruling, they argued, "will have a stifling effect on parody and burlesque . . . and authors of parodies . . . will have no alternative but to abandon their art."

Storer's Manchester Buy Has New Hurdle to Clear

A NEW factor entered the Storer Broadcasting Co.—WMUR-TV Manchester, N. H., case last week when the FCC indicated that a hearing is necessary on WMUR-TV's request for license renewal and an application for a new tv station on the same channel.

McFarland letters were sent to Storer, WMUR-TV and Tv for New Hampshire Inc., which has applied for ch. 9 in Manchester, asking them to tell why a hearing should not be held to determine the applicant best qualified to operate a tv station on ch. 9. An earlier McFarland letter was sent to the principals [B•T, Feb. 18] in the sale of WMUR-TV to Storer and an application to move its antenna-transmitter location.

In the first letter, the Commission raised three questions: (a) conflict with table of allocations in moving the Manchester station to Boston; (b) the suitability of the proposed antenna site (whether or not there will be a shadow area in Manchester), and (c) concentration of control (Storer would, the FCC said, own tv stations in the fifth, sixth and ninth markets in the U. S.). The second letter said that since WMUR-TV's new transmitter site is 30.5 miles from Manchester (and only 20 miles from Boston) and Tv for New Hampshire's site is 6.6 miles from Manchester, a comparison of the areas and populations proposed to be served will need to be made.

All phases of the case would be taken up in one hearing, the Commission said.

In filing its application for ch. 9 early in March, Tv for New Hampshire vigorously protested the sale of WMUR-TV to Storer on the grounds the station would become a Boston outlet. Tv for New Hampshire said it had made a bona-fide offer to purchase the station, but failing in this, would prosecute its application to keep ch. 9 as a Manchester outlet.

Westinghouse Broadcasting Co., licensee of WBZ-AM-TV Boston, was one of several others who filed protests against the Storer buy.

WPFH (TV) Asks Dismissal Of WIP-AM-FM's Protest

WPFH (TV) Wilmington, Del., has told the FCC that WIP-AM-FM Philadelphia lacks standing to protest the move of WPFH's transmitter seven miles closer to Philadelphia.

The Commission in March authorized the move from 22 miles outside Philadelphia without a hearing and WIP has requested the change be stayed pending further hearing. WPFH said the protest should be dismissed as "frivolous and insubstantial" and asked that, in the alternative, immediate oral argument on the grant be held. The station can better meet its commitments and serve the public from the new location, WPFH said.

WIP charged the grant is not in the public interest because it will deprive Wilmington of its only local tv service and add a fourth station to Philadelphia. The subsequent result would divert "advertising revenue that would otherwise accrue to WIP," the protestant said.

At the time the move was authorized, the FCC also approved the purchase of WPFH and WIBG-AM-FM Philadelphia by Storer Broadcasting Co. for $5.6 million from Paul F. Harron and associates [B•T, April 1].

Clayton Named to FCC Post

THE FCC has announced the appointment of Frederick W. Clayton to its Common Carrier Bureau as assistant chief. Mr. Clayton has been a member of the Nevada Public Service Commission the past four years.

PRODUCERS STALL FCC HEARING

A PUBLIC hearing scheduled by the FCC's special Network Study Committee was stalled last week in New York when seven independent tv program producers challenged the jurisdiction of the Commission over their business [B•T, April 29]. The hearing was recessed until later this month.

The delay in proceedings started with the failure of the producers to appear personally Wednesday at the Federal Court House in Foley Square, New York, before James D. Cunningham, FCC chief examiner, on order of a subpoena obtained by the FCC. Instead, their counsel filed a motion to quash the subpoena. Arguments against quashing the court order were presented Thursday by the FCC Network Study Committee counsel, but at that point, attorneys for the producers requested—and obtained—permission from Examiner Cunningham to recess the hearing so that they might have the opportunity to study the transcript of the arguments. The producers were granted through May 17 to submit formal briefs on their motion and the presiding officer indicated the hearing would be rescheduled shortly thereafter in Washington.

EXAMINER CUNNINGHAM

HIS WITNESSES WERE RELUCTANT

The FCC has been investigating network operations since September 1955 through a committee directed by U. of Cincinnati Law School Dean Roscoe R. Barrow. The decision to hold a public proceeding was based on the refusal of some interests—including producer-distributors—to supply requested data voluntarily. Among those subpoenaed were Harold L. Hackett, president of Official Films; John L. Sinn, president of Ziv Television Programs; Michael M. Sillerman, executive vice president of Television Programs of America; Ralph M. Cohn, vice president-general manager, Screen Gems; MCA-TV Ltd. (Music Corp. of America) and Charles Miller, secretary of Revue Productions, MCA subsidiary, and Harry Fleischmann, president of Entertainment Productions Inc. Other industry interests are expected to be subpoenaed later.

FCC's study seeks to determine if network operations promote or interfere with free competition in radio-tv broadcasting. According to the Commission, most industry businesses have supplied the FCC with data voluntarily, and the public hearing was decided upon when the needed documents were not supplied. The study group's appropriation expires June 30.

On the opening day of the hearing Wednesday, Paul A. Porter, counsel for Screen Gems and spokesman for the other six film companies, indicated that the producers objected largely to the Commission's demand for information of a financial nature, including the costs of programs produced since 1952 and the prices paid by networks and stations.

In the motions to quash the subpoenas, which were substantially the same for all companies, the respondents' main arguments cited were: the lack of Commission authority to investigate program producers and distributors; the "unreasonableness of board subpoena demands for purposes of a genuine investigation"; the lack of relevance of the data requested to a network investigation; "the oppressiveness" of the subpoena, requiring the collection of various types of documents, some located in different parts of the country.

In asking that the motion be dismissed and the subpoenas upheld, Ashbrook P. Bryant, counsel to the FCC Network Study Committee, cited court decisions to prove his contention that the FCC was not acting "arbitrarily." He claimed that for the "lawful purposes" of this investigation the FCC is empowered to seek the data it requires, either by questionnaire or by subpoena, if necessary. He referred to Section 403 of the Communications Act as granting "broad powers" to the Commission, applicable to the present inquiry.

Mr. Bryant argued that a government agency is entitled to obtain subpoena for "lawful demands" and said relevancy cannot rightfully be raised as an issue unless it is proved that the demands are "plainly irrelevant." He insisted that program producers are an integral part of a network broadcasting inquiry, since each of the companies involved supplies (or has supplied) programs which the networks telecast.

Vertical Fm Polarization Authority Asked by McNary

AMENDMENT of FCC rules to permit vertical polarization of fm station signals was proposed by James C. McNary, consulting engineer, to promote use of automobile fm radios. With interest in auto fm increasing [B•T, April 8], the use of vertical polarized signals would provide more efficient reception by conventional auto whip antennas, he said.

Present rules authorize circular and elliptical polarization of fm waves on an optional basis, with horizontal polarization as standard. Mr. McNary recommended that Sec. 3.316(a) be amended to read as follows, "Antenna Systems (a). It shall be standard to employ horizontal or vertical polarization." A change in Sec. 3.333 would be required.

Tv Rulemaking Pleas On Shifts Flood FCC

COMMENTS, proposals, counter proposals and petitions for new rulemaking flooded the FCC last week in allocation proceedings stretching from California to Maine. And, there are many more to come as deadlines were extended and new cases were opened.

Although the Commission extended the time for comments on the proposal to shift ch. 8 from New Haven, Conn., to Providence-Fall River-New Bedford (the latter two cities in Massachusetts), this controversial question received the most replies last week. The deadline was extended (at the request of WMTW [TV] Poland Spring, Me.) from April 30 until 20 days after the Commission acts on a petition by WRGB (TV) Schenectady, N. Y., for reconsideration of the shift of its ch. 6 to Syracuse, N. Y.

The New Haven channel would be replaced by ch. 6, now assigned to New Bedford, and is dependent on the final move of ch. 6 from Schenectady. The majority of the comments filed were on the basis that any grant of ch. 8 at the proposed location would actually be for a Providence station.

Triangle Publishing Co., licensee of ch. 8 WNHC-TV New Haven (which will be required to shift to ch. 6 under the proposal), said that it had no objections providing a suitable transmitter site can be found. Triangle asked that an amendment be included in any action to cover the possible unavailability of a satisfactory new transmitter site for WNHC-TV.

WHIM Providence said it is essential that a market the size of Providence have a minimum of three local services and that it will apply for ch. 8 if allocated there. Capitol Tv Corp. (Harry Pinkerson) said that the limitation of Providence to two local services is "manifestly unfair" but favored the assignment of ch. 3 instead of ch. 8.

Ch. 16 WNET (TV) Providence felt the assignment should go to Providence alone; asked that the educational reservation there be changed from ch. 36 to ch. 16, and that its cp be changed to specify operation on ch. 8. ABC also said that the new ch. 8 assignment should be for Providence as an individual city. ABC said Providence is the country's largest metropolitan area without at least three equal facilities.

Ch. 12 WPRO-TV Providence opposed the change on the grounds that "there are serious engineering problems present with respect to this proposal . . . which would appear to militate against adoption of the plan." Two of the three applicants for ch. 6 in New Bedford—E. Anthony & Sons Inc. and George F. Wilson—also opposed the proposal. They questioned the availability of a transmitter location for ch. 8 in the area and said that it would exclude local service to the 541,000 citizens of southeastern Masschusetts.

RKO Teleradio Pictures Inc., licensee of WNAC-TV Boston, said that the change would place its ch. 7 station at a competitive disadvantage with other Boston stations by limiting its power, antenna height and transmitter location.

The proposal to move ch. 8 Muskogee, Okla. (KTVX [TV]), to Tulsa was favored by that station and ABC, while three Tulsa stations opposed the move. KTVX claimed that Muskogee is incapable of supporting a vhf station; that it is at a disadvantage in competing against Tulsa stations for advertising, and that the change would provide a third competitive facility for Tulsa.

Arthur R. Olson, owner of dark ch. 17 KSPG (TV) Tulsa, said that he would have applied for ch. 8 in the first place if it had been allocated to Tulsa. He charged that the operators of KTVX have "engaged in a pattern of inconsistent, misleading and incorrect representations to the Commission . . ." and asked that if ch. 8 is reallocated to Tulsa, KTVX be assigned a uhf channel in Muskogee.

Tulsa's two operating v's, KVOO-TV and KOTV (TV), claimed that KTVX has been operating as a Tulsa station all along with a bare minimum of equipment and personnel in Muskogee. KVOO-TV said that the change would not result in any "additional service from any additional stations to any additional people."

One "yea" and one "nay" were filed on rulemaking to assign ch. 10 to Presque Isle, Me., first proposed by Northeastern Broadcasting Co. WTWO (TV) Bangor, Me., supported the proposal because, it said, the importance of Presque Isle and its continuing growth supports the need for competitive tv service there.

Ch. 8 WAGM-TV Presque Isle said that the proposal would not increase the efficient use of the spectrum as stated by Northeastern. WAGM-TV pointed out that ch. 19 is available in Presque Isle, but Northeastern

THE FIRST group of American women broadcasters to tour Russia received a briefing Monday at the White House shortly before leaving the U. S. to present the first American fashion show ever seen in Russia. The tour of seven countries was arranged by Bea Johnson, KMBC-AM-TV Kansas City. Howard Pyle, administrative assistant to President Eisenhower, received the group at the White House.

Left to right: Paige Palmer, WEWS-TV Cleveland; Jean H. Harden, Bausch & Lomb Optical Co., writer-broadcaster; Mary Lou Rankin, KFH Wichita, Kan.; Eleanore Pagnotti, WPTS Pittston, Pa.; Leona Knight, WSPD-AM-TV Toledo, Ohio; Mildred Alexander, WTAR-AM-TV Norfolk, Va.; Bernice Hulin, WOI-TV Ames, Ia.; Mary Couper and Jean Loach Couper, WXYZ-TV Detroit; Miss Johnson, and Mr. Pyle.

Not in photo: Lou Atzenweiler, Atzenweiler Studios, Kansas City; Jane Burns, MacDougalls of Inverness, New York and London; Ruth Gallagher, Dept. of Agriculture; Dorothy Larsen, Knox, Kornfeld & Smith, Public Relations, Denville, N. J.; Martha McClung Roberts, KHSL-AM-TV Chico, Calif.; Florence Rosenfeld, WAKR-AM-TV Akron, Ohio; Winifred Seymour, WBET Brockton, Mass.; Warner Untersee, INS Kansas City; Dale Stepp Helmers, KMBC Kansas City, and Sherrill Thrailkill, Liberty, Mo.

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has not applied for it. The station made a counter prosposal that ch. 10 be allocated to Madawaska, Me., which has no assigned channel.

The Commission set back two other deadlines for comments on proposed rulemaking. On a petition by KXO El Centro, Calif., the April 30 deadline for comments on the shift of ch. 13 (KYAT [TV]) from Yuma, Ariz., to El Centro was extended until May 14. Interested parties now have until May 10 to give their views on the shift of educational ch. 10 from Pullman, Wash., to Moscow, Idaho, or ch. 12 from Coeur d'Alene to Moscow. This deadline also was originally April 30.

One rulemaking shift was finalized last week when the Commission shifted ch. 31 from Kokomo, Ind., to Marion, Ind., with Kokomo getting Marion's ch 29. This move, with no objections filed, was made so that ch. 15 WANE-TV Ft. Wayne, Ind., could move its transmitter to a site within the city limits of Ft. Wayne.

The Commission invited comments on the following rule-making proposals by June 3:

By Sarkes Tarzian Inc. (WTTV [TV] Bloomington, Ind.) to assign ch. 13 to Cartter (Marion County), Ill., in the south-central part of the state.

By ch. 22 WSIL-TV Harrisburg, Ill., to allocate ch. 8 there in lieu of ch. 22.

By WCIL Carbondale, Ill., to assign ch. 3 to that city.

Rulemaking petitions filed with the FCC:

Proposal by Liberty Tv Inc. to make educational ch. 9 Eugene, Ore., available for commercial use and allocate educational ch. 7 at Corvallis, Ore., for the hyphenated Corvallis-Eugene area.

Four Corners Broadcasting Co. request that ch. 12 be assigned to Farmington, N. M. Farmington Broadcasting Co. also has asked that the same channel be assigned there.

Ch. 3 KMTV (TV) Omaha, asked that ch. 8 be substituted for ch. 3 in Ainsworth, Neb., because, KMTV said, the use of ch. 3 in Ainsworth would cause interference to four existing stations. Ch. 3 was allocated to Ainsworth March 28.

Request by O'Neill Broadcasting Co. that ch. 17 be assigned to Bakersfield, Calif. O'Neill also said that it supported a proposal by ch. 29 KBAK-TV Bakersfield that ch. 10 (KERO-TV) there be replaced with ch. 39, making city all uhf.

Finally, a proposal by ch. 11 KTNT-TV Seattle-Tacoma that ch. 2 be assigned to Portland, Ore. KTNT-TV noted that the FCC last November asked for comments on a proposal by ch. 21 KVAN-TV Vancouver, Wash., that ch. 2 be assigned to Vancouver; that on Jan. 4 further comments were asked on a proposal made by Altru Broadcasting Co. (applicant for ch. 33, Longview, Wash.) to assign the vhf facility to Longview, and that Grays Harbor Tv Inc. has requested the same facility for Aberdeen, Wash.

KTNT-TV claimed that the other three sites have neither the need nor the resources to support a vhf station.

Uhf Granted at Victoria, Tex.; Educational Vhf in Oregon

THE FCC last week granted construction permits for a new commercial tv station in Victoria, Tex., and a new educational tv outlet in Corvallis, Ore.

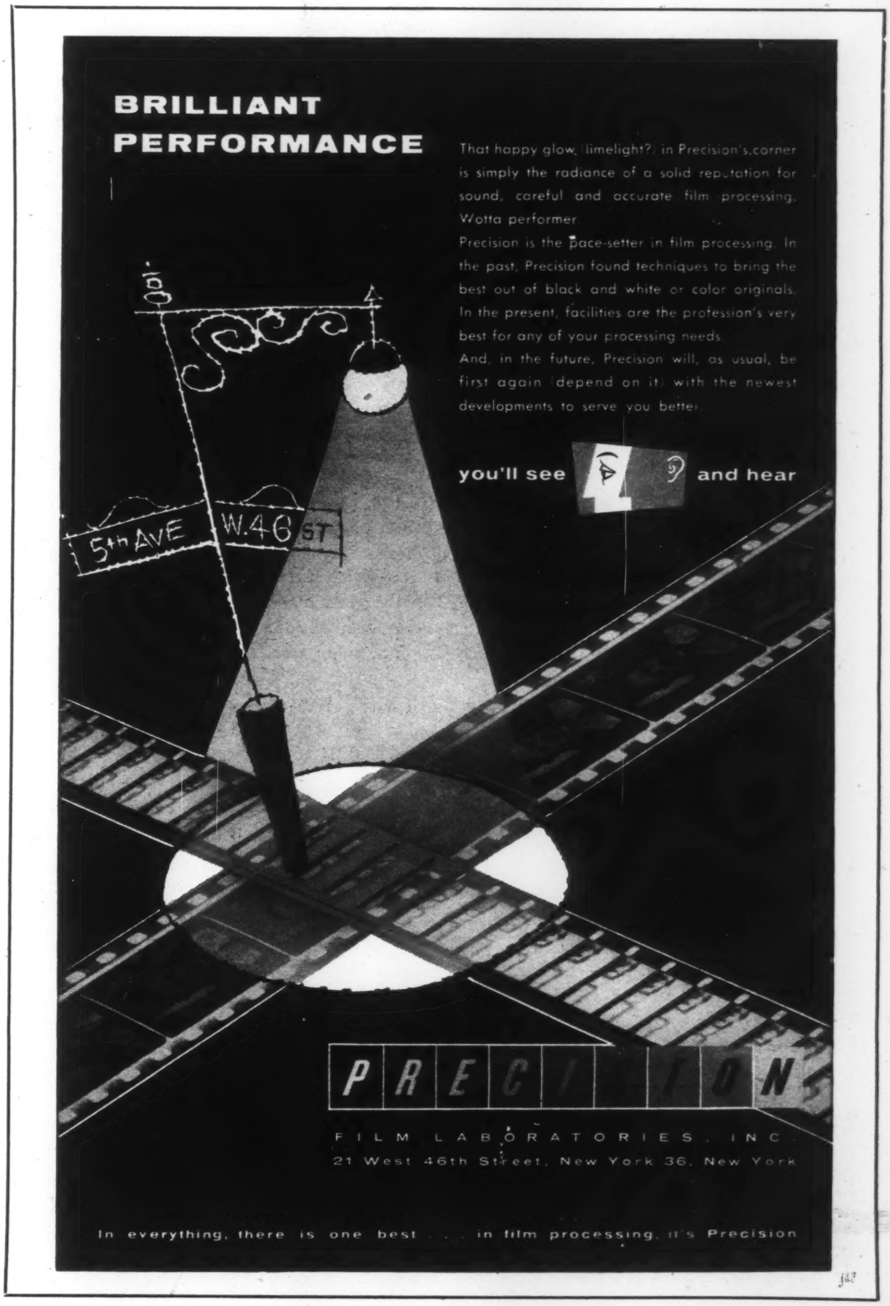
Alkek Television Co. was granted uhf ch. 19 in Victoria. The station will have an effective radiated power of 20 kw visual, 10.7 kw aural and its antenna is to be 321 ft. above average terrain. Construction costs are estimated at $190,500 and first year operating costs at $70,000. Albert B. Alkek, majority owner of KNAL Victoria, is owner of the permittee.

The State of Oregon, through the State Board of Higher Education, is permittee for vhf ch. 7 in Corvallis. The station plans an effective radiated power of 28.8 kw visual, 2.5 kw aural and an antenna height of 1,210 ft. above average terrain. Construction costs are estimated at $180,000 and first year operating costs at $100,000. The studio will be located on the State College campus.

Commission Denies KIKI Protest

JUST one week after oral argument [B•T, April 29], the FCC last week denied a protest by KIKI Honolulu of the grant of a new am station in Honolulu to Kaiser Hawaiian Village Radio Inc. (KHVH).

Comrs. John C. Doerfer and Robert E. Lee did not participate in the decision.



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U-I to End Holdout, Release Films to Tv

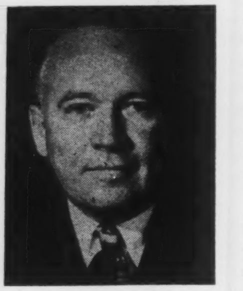
UNIVERSAL-INTERNATIONAL, one of the last two Hollywood studios that had refused to make its feature film backlog available to tv, has changed its mind. Within the next month, it was learned last week, U-I is expected to announce the leasing of 500 of its pre-1948 films at a price of over $20 million.

The prospective lessee was not identified by U-I officials in New York, but the studio assuredly will assign the $20 million lease to a film distributor. Mentioned most frequently in trade circles last week was Seymour Weintraub's Flamingo Films Inc. It also is reported that station owner Mr. Weintraub (KMGM [TV] Minneapolis) may be negotiating on behalf of Westinghouse Broadcasting Co. and Storer Broadcasting Co. stations.

U-I will "definitely not sell outright" but lease to tv, the film company officials said. Privately, some of these officials have "viewed with alarm" the actions of Warner Bros. in "cleaning out its closet" for tv. They feel that in the long run, tv will profit as Hollywood loses its hold on revenues. Milton Rackmill, U-I president, told stockholders April 9 that the company would not sell its product, but would rent it to the company making the best offer. In the past 90 days, there have been 10 such offers, all of which have been listened to by U-I in "dead earnest," according to one of its officers who requested anonymity.

Unlike other Hollywood "majors," namely 20th Century-Fox Film Corp. and United Artists, which have released their libraries in blocks of 39 films, U-I will lease the entire library to one lessee or party of lessees for a period of not less than 7 years.

Hult Named Sales Consultant For RKO Television Division



MR. HULT

ADOLF N. HULT, veteran network radio and television sales executive, has been retained by RKO Teleradio Pictures Inc. as a special consultant on national sales for RKO Television Div. [CLOSED CIRCUIT, April 29], Robert Manby, RKO vice president, announced Tuesday.

Mr. Hult, who has resigned as director of sales development for Screen Gems, division of Columbia Pictures Corp., immediately will begin servicing RKO. He formerly was vice president for sales and a member of the board of MBS, with which he was associated from its founding in 1934. Mr. Hult will concentrate on special film and live programming now being developed by RKO for national advertisers.

MGM-TV Reports Business Good; $300,000 Sold, $175,000 Coming

BUSINESS at MGM-TV's film commercial division is good; reportedly $300,000 worth since its formation in February, with approximately $175,000 in the works.

The latter figure represents about 11 bids now in by MGM-TV to advertisers and/or their agencies.

MGM-TV currently is in the process of completing films for the following advertisers (agencies in parentheses): Lux Soap (J. Walter Thompson Co.); Maybelline Co. (Gordon Best); Pure Oil (Leo Burnett); Langendorf Bread (Compton Adv.) and an industrial film for the Idaho Potato Industry (McCarty Co.).

Completed within the 90 days since MGM set up a shop for filmed commercials, were commercials for these advertisers: Jacob Ruppert Brewery's Knickerbocker beer (Warwick & Legler) [B•T, April 15]; Helene Curtis Shampoo (Gordon Best); Standard Oil of Indiana (D'Arcy); Formfit Co. (foundation garments and brassieres) (MacFarland, Aveyard & Co.), and Alemite Div. of Stewart-Warner Corp. (lubricating systems, lubricants, motor oil) (also MacFarland, Aveyard).

Loew's Nets $2.7 Million For 28 Weeks Ended March 14

LOEW's Inc. and subsidiaries last week reported a $2,729,248 net profit after taxes for the 28 weeks ended March 14. This compared to $1,889,843 for the comparable period a year ago. Profit was equal to 51 cents per share as against 36 cents a share for the previous year's period. Gross sales and operative revenues hit more than $87.2 million, compared to more than $87.4 million for the year previous.

For the 16 weeks ended March 14, Loew's had a net profit of $983,923 compared to $1,641,682 for that period last year. Joseph R. Vogel, president of Loew's, which has motion picture facilities and theatres, said the lower earnings for the 16 weeks was caused by disappointing box office returns for motion pictures it distributed. Loew's Inc. owns MGM-TV, a division that is active in the leasing of the MGM feature backlog, in the making of tv film commercials, has part ownership in several tv stations and is producing films for tv.

Gross-Krasne Takes More Space

GROSS-KRASNE Inc., Hollywood, has started a $100,000 expansion program with purchase of additional buildings for studios and offices. The film firm has bought the MelVan Theatre Bldg. of Melrose Blvd. to convert into a 10th sound stage and buildings at Melrose and Irving Blvd., near the home lot, to be remodeled as offices.

'Courage' Did the Job, Says CBS Radio's Hayes

"COURAGE" is the key word to explain the recovery of CBS Radio daytime sales from last June, when network time (10-3:30) was only 40% sold, to today, when it is more than 90% sold, CBS Radio President Arthur Hull Hayes said Thursday in an interview during a flying visit to the network's Hollywood offices.

"It took courage to go ahead with programming the most expensive kind of daytime programming like serials, Godfrey and Linkletter at a time when many people were willing to write network radio off as finished," Mr. Hayes said. "It took courage to embark on new sales concepts—split sponsorship in the daytime, segmentation at night. It took courage to expand our sales force. But we did those things and doing them has paid off handsomely."

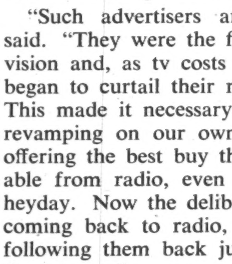
It paid off first, Mr. Hayes noted, in bringing back to radio what he described as "deliberate advertisers," companies like Colgate-Palmolive and Lever Bros., who don't buy on impulse but because they have studied the situation and asked questions and got satisfactory answers and are convinced before they sign a contract that what they are buying is good advertising that will sell their products.

"Such advertisers are bellwethers," he said. "They were the first to get into television and, as tv costs rose and rose, they began to curtail their radio appropriations. This made it necessary for us to do some revamping on our own until we are now offering the best buy that was ever obtainable from radio, even during its so-called heyday. Now the deliberate advertisers are coming back to radio, and the others are following them back just as they followed them away."

What has happened in daytime radio at CBS is going to be duplicated in the evening hours, Mr. Hayes believes, he said that it is too early to be positive about the effects of the new impact plan and the "new and more realistic rates," but he called the $1 million order from Kent cigarettes and the new Postum business "extremely encouraging signs."

Feeney Promoted at CBS-TV

HARRY J. FEENEY, currently trade news editor, has been promoted to the newly-created post of manager of trade and business news, CBS Television press information, effective last week. The announcement was made by Charles J. Oppenheim, director of information services, CBS-TV. Mr. Feeney joined CBS-TV press information in his former position in April 1956.



MR. FEENEY

SIGNING a contract for WWL-TV New Orleans to become an interconnected primarily affiliate of CBS, effective about Aug. 1, are (l to r): Edward P. Shurick, CBS vice president and director of station relations; W. H. (Slim) Summerville, WWL-TV general manager, and the Rev. A. B. Goodspeed, S. J., treasurer of Loyola U., which owns and operates WWL-TV.

Nielsen 1957 Study Indicates Tv Audience at 'All-Time High'

NETWORK television's audience in 1957 has been at "an all-time high with every month of the year to date exceeding the preceding year's comparable month's audience, according to figures released last week by the Television Bureau of Advertising.

TvB's figures, compiled from data provided by the A. C. Nielsen Co. (January through March each year), also showed that while the average daytime television advertiser reached 9% more homes in 1957 than 1956, the average evening television advertiser reached 20% more homes. The average network program, TvB reported, reached more than 1.5 million homes per broadcast in 1957 than 1956. The average increase for weekday daytime programs were 283,000 homes.

TvB noted that the average evening program increase—1957 over 1955—was 41% and the average weekday program increase —1957 over 1955—was 28%.

NETWORK TV AUDIENCES
1955-1956-1957
(January through March each year, Nielsen total audience basis)

	Rating (PSB)	Homes (add 000)	1957-1956 per cent change
Average evening program			
1955 (141)	23.7%	6463	
1956 (137)	24.5	7593	
1957 (129)	25.3	9115	Plus 20
Average weekday daytime program			
1955 (49)	10.4%	2805	
1956 (51)	10.6	3297	
1957 (54)	10.1	3580	Plus 9

(Number of programs shown in parentheses.)

NBC-TV Not to Renew Writers

NBC-TV New York has confirmed that it has not renewed the one-year contracts of several "name" writer-producers on its Hollywood staff but denied this signifies a new program policy change by Executive Vice President Robert Kintner. The decision was made last December. Not renewed were Ellion Lewis, Leo Soloman, Milt Josephsberg and Carroll Carroll. NBC-TV noted recent Hollywood staff additions include Norman Panama, Mel Frank, Tom McKnight and Jack Chertok.

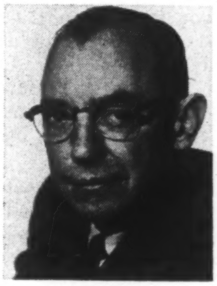
NBC Radio Billings for Week, New and Renewal, $700,000

NEW and additional participation schedules amounting to $700,000 net, including a major 52-week campaign for General Mills, were purchased on NBC Radio by six sponsors in the week ending April 29, according to William K. McDaniel, vice president, NBC Radio sales.

Advertisers placing new orders were: General Mills Inc., through Dancer-Fitzgerald-Sample, 10 one-minute and 10 30-second participations in Bob and Ray and new Fibber McGee and Mollie segments on *Monitor* each weekend for 52 weeks starting June 1; Princeton Knitting Mills Inc., through Ehrlich, Neuwirth & Sobo Inc., its first network radio buy, 10 Bob and Ray segments on *Monitor* for seven weeks starting July 20; Columbia Pictures Corp., through Donahue & Coe, 11 one-minute participations in *NBC Bandstand, People Are Funny*, and *Monitor* over three-week period starting June 24. Time Inc., through Young & Rubicam, has ordered two participations in *Conversation*; Ex-Lax, through Warwick & Legler, has ordered one participation in *The Great Gildersleeve, People Are Funny, One Man's Family*, and *Monitor* each week for 34 weeks starting April 30. Evinrude Motors, through Cramer-Krasselt Co., Milwaukee, has extended its *Monitor* schedule of five one-minute participations a weekend for three weeks effective June 21.

These orders are in addition to the recently announced sale of one-quarter sponsorship of NBC Radio's *News on the Hour* (story page 66), and brings to $1.3 million the net revenue recorded by NBC Radio in one week.

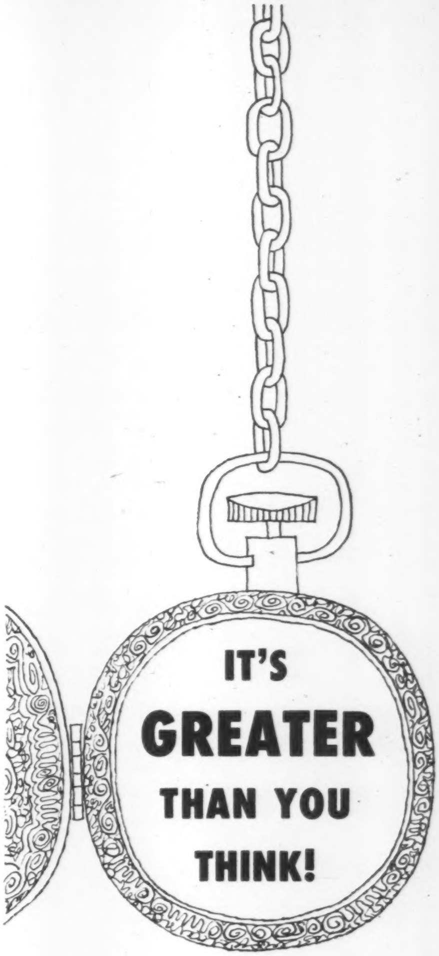
Leonard Hole, NBC-TV Head Of Program Development, Dies



MR. HOLE

FUNERAL services were held in New York Friday for Leonard H. Hole, 49, director of program development for NBC-TV and a veteran of more than 25 years of television and radio production, direction, writing, programming and administration. Mr. Hole died Tuesday morning in New York after a long illness.

Besides his duties as director of program development, Mr. Hole had served this season as NBC production supervisor for the *Perry Como Show* and *Washington Square*. He joined the network in 1950 as program procurement supervisor



Measuring markets by metropolitan data? Better take another look at Salt Lake . . . It's greater than you think. Salt Lake is more than a city, it's a vast marketing area unified by powerful KSL radio . . . a market with greater retail sales than St. Louis or Baltimore. Get this Great Salt Lake story from your CBS radio spot sales representative.

KSL radio

50,000 WATTS FOR CBS IN THE MOUNTAIN WEST

and production manager of NBC-TV. In 1952 he became director of production for both NBC Radio and NBC-TV, and in 1955 was appointed to his last post.

Before going to NBC Mr. Hole served with Allen B. DuMont Labs. and CBS. He held the rank of lieutenant (senior grade) in the U. S. Navy during World War II.

KNX-CPRN Departments Merged

PROGRAM and operations departments of KNX Los Angeles and the Columbia Pacific Radio Network have been consolidated under supervision of Robert P. Sutton, program director, KNX-CPRN, following the promotion of Maurie Webster, operations director, to general sales manager [B•T, April 22]. Concurrently, Robert Lloyd, who had been Mr. Webster's assistant, was appointed KNX-CPRN production manager.

WWIN Baltimore to Join ABC

WWIN Baltimore will become an affiliate of the ABC Radio Network effective June 1, it was announced last week by Thomas F. McNulty, president of Belvedere Broadcasting Corp., and Edward J. DeGray, vice president in charge of station relations for ABC. WWIN operates with 250 w on 1400 kc. The ABC affiliate there has been WFBR.

You're in good company on WGN-RADIO Chicago

JELL-O
New INSTANT PUDDING
CHOCOLATE

Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

RADIO WEEK PROMOTION BEGINS

NATIONAL Radio Week opened yesterday (Sunday) with more than 3,000 stations joining the national networks, political, manufacturing and distributing groups in a week packed with promotional events.

The 1957 observance is backed by intensive preparation far surpassing that of any past year. NARTB is working with Radio-Electronics-Tv Mfrs. Assn., National Appliance & Radio-Tv Dealers Assn. and Radio Advertising Bureau in a series of events designed to make the entire nation aware of radio's part in the national economy.

W. R. G. Baker, General Electric Co., RETMA president, stated that more radios are now being made and sold than at any other time since the immediate postwar period. "This is indicative of the vitality of this medium of information and entertainment and the continuing advancement in the design of radio receivers," he said.

"Radio, whose demise was prematurely predicted when television made its debut, is remarkably healthy today. The average household has adjusted to the dual attractions of radio and tv, and the outdoor radio—both portable and auto set—was never more popular. Set production is running 10% ahead of last year and 1956 was recorded as one of the three best years in radio history—exceeded only during the pent-up demand of the years after World War II when production rose to 20 million sets in one year. Auto radio production is 20% ahead of last year. Today there are nearly 150 million radio sets in the nation."

Members of Congress responded with enthusiasm to an NARTB request that they point up Radio Week in their broadcast activities and send messages to radio stations in their districts and states, according to Joseph M. Sitrick, NARTB special projects director.

Nearly 30,000 special window streamers were displayed by distributors and dealers, with RETMA's public relations-advertising committee in charge. Julius Haber, RCA, committee chairman, was in charge of distribution of publicity-promotion kits, the "Give-a-Radio" campaign and cooperation with broadcasters. Times Square, in New York, became Radio Square for a week.

In Philadelphia, representatives of 10 stations met with Mayor Richardson Dilworth to start off the observance with a "May Is Radio Month" proclamation. A slogan in jingle form, "All through your home and on the go, you get much more from radio," is being featured thousands of times during the month.

Kevin Sweeney, RAB president, chided broadcasters who complain radio is taken for granted by the public. "All too often," he said, "the real fault lies with the broadcaster himself who—through lack of promotion and too infrequent contacts with the audience at large—encourages the lay public to take his service for granted. Here's an opportunity to familiarize everyone in your signal area with the many contributions, commercial and altruistic, which are made, often too humbly, every day of the year.

Station Representatives Assn. announced last week that Managing Director Lawrence Webb will make two appearances as guest speaker during radio week. On Wednesday he will address the Assn. of Broadcasting Executives of Texas in Dallas, the first regularly scheduled dinner meeting of this newly formed association. On Thursday he will address a luncheon meeting of the Radio & Television Executives Club of Houston. He will speak at both occasions on "This Business of Radio, 1957."

In the first of a series of National Radio Week addresses being made by executives of RAB, John F. Hardesty, RAB vice president and general manager, warned advertisers last week that they must update their thinking on the selection of radio time segments if they would keep apace of "the tremendous advances they have made within the past year in the field of producing creative and highly-effective radio commercials." He spoke before the Minneapolis Advertising Club Wednesday.

Mr. Hardesty pointed out that too many agencies are still in the "copy cat" race of attempting to place all of their clients' announcements within a four-hour span within the broadcast day—7-9 a.m. and 5-7 p.m. "These periods are no longer considered primary time," he said, "by those who have made a study of the aural medium and kept abreast of the past changes which have occurred in listening habits within a relatively short time."

No Bad Segments Today

Mr. Hardesty claimed that "today there is really no segment of the broadcast day which can be considered bad." He said new studies of audience patterns "will readily substantiate this statement." He cited the fact that many advertisers interested in reaching only the important distaff market are unaware of the fact that more women listen to the average radio station during the 10-11 a.m. period than can be found tuned in during the highly-sought 7-9 a.m. period.

Noted spokesmen from the field of publice service will particpate in a tribute to the radio industry Wednesday on "The Power of Radio" on ABC, 9-9:25 p.m. Robert E. Eastman, newly appointed president of the ABC Radio Network, will conclude this special feature as spokesman for the family of ABC stations with a guarantee that ABC will continue to fulfil the responsibility of radio in supporting "the public interest."

Among those included in the broadcast will be Basil O'Connor, president of the National Foundation for Infantile Paralysis; Rev. Franklin Mack, executive director, Broadcasting & Film Commission, National Council of Churches of Christ in America; E. Roland Harriman, national chairman of the American National Red Cross; Dr. William Trent, executive director, United Negro College Fund; Rabbi Moshe Davis, provost, Jewish Theological Seminary of America; Herbert P. Lansdale, general secretary of YMCA in the U.S.A.; Mefford R. Runyon, executive vice president of the American Cancer Society, and Peter Aynen, director of radio and visual service division of the United Nations.

A salute to radio stations, the networks and the radio industry will be voiced all week by what is claimed to be the world's most widespread radio program, *The Lutheran Hour,* it was announced last week by the Lutheran Laymen's League of the Lutheran Church, Missouri Synod.

The series is said to be the oldest sponsored religious program on the air—26 years—and presently is on NBC and MBS weekly as well as many independent stations. The Laymen's League also produces *Family Worship Hour* for local stations. This series also will honor radio this week. *The Lutheran Hour* is heard in 56 languages in 63 countries outside the U. S., it was said.

John Karol, vice president in charge of network sales for CBS Radio, will address the Association of Broadcasting Executives in Texas at Dallas' Amon Carter Airport this Wednesday.

Mr. Karol will salute National Radio Week in the talk, and will discuss radio's place in the modern-day advertising scheme.

In Chicago WGN unofficially kicked off National Radio Week with a pre-observance lunch for some 200 agricultural and other business leaders, reviewing plans for its "Farmerama—57" world's fair of agriculture, a four-day event over the Labor Day weekend.

Ward L. Quaal, vice president and general manager of WGN Inc., traced radio set sales and production figures for 1956, pointing out the industry enjoyed a record year.

WGN planned to use the "Farmerama" luncheon and Big Ten community party Friday evening as high spots in radio week observance, with saturation on-the-air jingle reminders and a contest for listeners with transistor radios as prizes.

WCCO Minneapolis also was one of several stations offering prizes in community-tailored activities based on Radio Advertising Bureau's suggested promotion techniques. WCCO conducted a "Radio Is Everywhere" contest, asking listeners to tell the station, in 25 words or less, about unusual places or situations in which they hear WCCO. The contest will be featured through the week on all local programs and is open to listeners in the entire area.

Banks Heads Pa. AP Group

WILLIAM BANKS of WHAT Philadelphia is the new president of the Pennsylvania Associated Press Broadcasters Assn., succeeding Cecil Woodland of WEJL Scranton, the AP announced last week. The annual meeting was held Wednesday in Bloomsburg, Pa.

John Price of WHP Harrisburg was named vice president and Joseph Snyder, chief of the AP bureau at Philadelphia, was re-elected secretary-treasurer. Elected directors were: Mr. Woodland; Robert Williams, WHLM Bloomsburg; Mickey Berkstein, WMAJ State College; Ben Gimbel, WIP Philadelphia; Vic Diehm, WAZL Hazleton, and Tom Price, WBVP Beaver Falls.

All Conversation Is Reserved For Advertisers

We just post-announce our music with title and artist. That's why we say "all conversation is reserved for the advertisers". And that's why your advertising on KTRI is so much more effective. Adults like us. Pulse (11/56) proves KTRI is dominant. You get "results with adults" on KTRI.

ONLY LOCAL STATION WITH LOCAL NEWS REPORTER

MUSIC 5000 WATTS NEWS

SIOUX CITY IOWA **KTRI** SIOUX CITY IOWA

ALL THREE ARE REPRESENTED BY EVERETT-McKINNEY, Inc.

920 KC	5,000 WATTS	540 KC
KQUE	**KTRI**	**KEOK**
ALBUQUERQUE NEW MEXICO	SIOUX CITY IOWA	FORT DODGE SERVING ALL OF IOWA

Marketing Executive Sold on Audit Bureau of Circulations

Dr. D. B. LUCAS,
Chairman, Dept. of Marketing,
School of Commerce
New York University

"The assurance that the publisher will carry out his contract with a specified minimum number of copies is the reason that ABC figures have long been accepted as the basis for publication advertising contracts."

B•T is the only paper in the vertical radio-tv field with A.B.C. membership . . . your further guarantee of integrity in reporting circulation facts. B•T, with the largest paid circulation in its field, is basic for subscribers and advertisers alike.

BROADCASTING
TELECASTING
THE BUSINESSWEEKLY OF RADIO AND TELEVISION

RECEPTION...

There are all kinds, but if you're looking for sales reception in Southern California, "Star Shoppers"—KTTV's free daytime show for its food advertisers—has another record worth playing...

Boys Market, one of the nation's most successful supermarket chains, tells the story...

"As you know, we featured on our one hour special, fresh ground beef at a really low price, thinking perhaps that two or three hundred sales would be made on this special. Imagine our amazement when our meat department at Pomona informed us that 2100 pounds of hamburger were sold!"

Now in its 5th year, "Star Shoppers" visits a different market each morning, delivering effective, tangible merchandising support and in-store promotion that means business.

Talk to your Blair man about KTTV's "Star Shoppers" and sales reception.

KTTV
Los Angeles Times-MGM
Television
Represented nationally by BLAIR-TV

AWRT POLL INDICATES PROGRESS

WOMEN are forging ahead in broadcasting, according to an informal poll taken among some 700 delegates at the sixth annual convention of American Women in Radio & Television, held in St. Louis April 26-29.

The special survey figures showed 54% of the delegates had been promoted within the past year, 85% were given increased responsibility and 89% got pay raises.

During the annual meeting at the Chase and Park Plaza Hotels AWRT delegates looked at their problems and listened to advice from invited speakers and panelists. Other convention features: Delegates set up a job referral service to be headed by Montez Tjaden, promotion manager of KWTV (TV) Oklahoma City; learned their organization had grown to 1,450 members, and elected new directors to two-year terms. These are:

Jeanne Bacher, station owner-broadcaster of KGST Fresno, Calif.; Ruth Goldberg, manager, Cleanliness Bureau of the Assn. of American Soap & Glycerine Producers, New York; Bea Johnson, women's director of KMBC-KFRM(FM)-KMBC-TV Kansas City; Henrietta Kieser, vice president-copy chief-radio-tv coordinator, Bozell & Jacobs Inc., Omaha advertising agency, and Martha Rupprecht, manager of network program distribution, CBS, New York. Incumbents who continue in office another year are President Edythe Fern Melrose of WXYZ-AM-FM-TV Detroit; Secretary-Treasurer Nena Badenoch, National Society for Crippled Children & Adults, New York, and vice presidents, Betty Butterfield, WAAT-WATV (TV) Newark; Martha Crane, WLS Chicago; Edith Ford, WLWA (TV) Atlanta; Sarah Jane Moon, KSFA Nacogdoches, Tex., and Marion K. Rowe, KRON-TV San Francisco.

In other convention actions delegates made Agnes Law, retired CBS librarian, an honorary life member of AWRT, established alumnae membership for women who have retired from the field after 10 or more years' service, and awarded the annual scholarship for undergraduate radio-tv study to Barbara Ann Watson, 19-year-old junior at Temple U., Philadelphia.

Members of separate "Showmanship and Salesmanship" panels for radio and tv evaluated assets unique to women broadcasters and made suggestions for further positive values. Tv panelists were Elmer Sulzer, director of radio-tv activities of the U. of Indiana; John B. Babcock, program manager of Crosley Broadcasting Co., who said, "The hardest thing still to find is a good female personality—there just aren't enough around"; Josephine McCarthy of WRCA New York—"A local woman's show is often the only personal selling tool a sponsor or station has . . ." in the face of new network programming and Genevieve Hazard, account executive of Campbell-Ewald Co., Detroit agency, who saw tv as "still in the creeping stage and [it] needs women to teach it how to walk, and later, to run."

Radio panelists on "Showmanship and Salesmanship" were Jayne Shannon of J. Walter Thompson agency, New York, who attributed radio's ascending star to increased creativity; Howard Meyer, Chicago vice president of Venard, Rintoul & McConnell, representation firm, who asked vigilance by women broadcasters to meet changing times and markets; Virginia Marmaduke, WMAQ-WBKB (TV) Chicago, who stressed program budget-consciousness, and Patricia A. Searight of WTOP Washington, who felt that program material should be tailored to the individual market.

At another Saturday panel session Judith Waller, NBC public affairs representative, stated that "stations performing most effectively in the public service field are likely to be the broadcasters performing most effectively in the commercial field." Co-panelists with her were S. R. Trottmann Jr., general advertising manager of Southwestern Bell Telephone Co.; Elizabeth Marshall, assistant radio-tv director of the Chicago Board of Education, and Raymond C. Witcoff, vice chairman of the St. Louis Educational Tv Commission. Josephine Wetzler of WLS Chicago moderated.

PAUL WILLIS, *president of the Grocery Manufacturers of America, greets two ranking guests at the GMA's nightcap party for AWRT convention delegates in St. Louis April 27. They are (left) Betty Doolittle, executive convention director, and Edythe Fern Melrose of WXYZ-AM-FM-TV Detroit, president of AWRT.*

Highlights of the closing banquet, hosted by *McCall's* magazine, were the magazine's annual awards [B•T, April 29] and a speech by Ben R. Donaldson, director of institutional advertising, Ford Motor Co., and board chairman of Advertising Federation of America.

A panel on traffic deplored the practice of some advertisers who use a 60-second spot to advertise two products, "hitch-hiking" a tag announcement at the end of the primary copy. Panelists agreed that conflicts with competitive sponsors can be avoided if representatives and agencies "put all the cards on the table" when signing a contract with a station. Dorothy Reynolds, sales service manager of MBS, Chicago, moderated the session, and panelists were Evelyn Vanderploeg, director of timebuying, Arthur Meyerhoff & Co., Chicago agency; Alan Axtell, St. Louis account executive, The Katz Agency, representation firm, and Jeanne Bacher of KGST.

Kennedy Elected New President Of AFCCE at Annual Meeting

ROBERT E. L. KENNEDY, member of the Washington consulting engineering firm of Kear & Kennedy, has been elected president of the Assn. of Federal Communications Consulting Engineers. The election took place at the annual meeting in Atlantic City, N. J., April 27-28.

MR. KENNEDY

Mr. Kennedy succeeds Everett L. Dillard as president. Other officers elected were John Creutz, vice president; George P. Adair, secretary, and George E. Gautney, treasurer. Chosen as members of the executive board were Howard T. Head and Jules Cohen, for two-year terms, and William E. Benns Jr. for a one-year term.

Approved in principle was a resolution favoring adoption of the proposed criteria for the location of tall towers in relation to air navigation, submitted last year by the Joint Industry-Government Tall Structures Committee. A report on the Television Allocations Study Organization was presented by George C. Davis; on the signal strength research study underway by the Maximum Service Telecasters Inc., by Mr. Head. FCC Comr. T. A. M. Craven, past president of AFCCE, was an honored guest at the meeting.

RETMA Elections Scheduled

OFFICERS of Radio-Electronics-Tv Mfrs. Assn. will be elected at the 33rd annual convention to be held May 15-17 at the Sheraton Hotel, Chicago. James D. Secrest, executive vice president, said more than 40 business meetings will be held, winding up with a meeting of the newly elected board of directors.

RETMA President W. R. G. Baker, General Electric Co., will present the 1957 RETMA Medal of Honor to Max F. Balcom, former board chairman of Sylvania Electric Products and now a director-consultant. The award provides industry recognition for outstanding contributions to electronic manufacturing. The award will be presented at the May 16 dinner meeting.

Oregon Broadcasters Name Hoss

DAVE HOSS, KSLM Salem, Ore., was elected president of the Oregon State Broadcasters Assn. at the group's annual meeting last Sunday-Tuesday at Eugene, Ore. Other officers are vice president, Carl O. Fisher, KUGN Eugene; secretary-treasurer, Ray Johnson, KMED Medford; tv director, C. Howard Lane, KOIN-TV Portland; radio directors, Ted Smith, KUMA Pendleton, and Glen Nichols, KWRO Coquille.

CBS Files Charges With NLRB Against IBEW Following Strike

CBS Inc. is wasting little time in taking the International Brotherhood of Electrical Workers to task for having "short circuited" the WCBS-TV New York telecast of the Antoinette Perry Awards ceremony in New York April 21 [B•T, April 29]. It has filed charges against IBEW with the National Labor Relations Board (Second Region, New York) under provisions of the 1947 Taft-Hartley Amendment of the National Labor Relations Act.

The charge notes that IBEW engaged in a strike to force CBS Inc. to assign particular work (i.e., lighting for "remote pickups" by tv) to employes belonging to Local 1212, IBEW, rather than employes who are members of IATSE, Local No. 1.

The CBS charge against IBEW will be given special priority after a preliminary investigation, an NLRB official said, and should CBS' charges be found valid during a hearing in Washington, the matter will then be referred to a U. S. district court. The next step would be an injunction against IBEW to keep IBEW workers from continuing their strike.

Samuel M. Kaynard, NLRB attorney, noted that while any possible decision against IBEW will apply only to this local incident, it also may have widespread implications insofar as the decision may be used as a precedent by which to judge other like incidents.

This was promptly denied by Robert Silagi, counsel for IBEW Local 1212, who said any decisions stemming from CBS charges would be applicable only to this particular jurisdictional dispute. Mr. Silagi added, "We beat CBS once and we'll do it again."

(Mr. Silagi referred to a charge filed by the network on April 15, 1955, with NLRB concerning Local 1212's right to film a certain segment of the CBS-TV *Mama* program. Local 1212 had kept the segment off the telecast show by instructing its member projectionist assigned to the program not to put it on after CBS assigned IATSE Local 644—motion picture cameramen—to film the clip. NLRB found for IBEW.)

But Harold P. Spivak, Spivak & Kantor, counsel for IATSE, said Mr. Silagi was "confusing the issue." He declared the *Mama* incident was a representation case while the "Tony" awards telecast was a jurisdictional dispute.

Mr. Spivak said that while IATSE Local 1 was not formally named in the current charges, he will appear at the hearing "with witnesses" to protect his client.

Hollywood Musicians Sue AFM For $2.1 Million Over Fund

HOLLYWOOD musicians employed in the production of tv films last week filed a $2.1 million damage suit in Los Angeles Superior Court against the American Federation of Musicians over the payment of 5% royalty fees by the movie makers into the Music Performance Trust Funds. Attorneys for the plaintiffs, Harold A. Fendler and Daniel A. Weber, said the royalty requirement had

"ROANOKE—
Bigger than
RICHMOND?"

"YES, BIGGER...
BIGGER than Richmond by 12,800 Television Families!"*

*Television Magazine, March, 1957

Note—Use the count YOU favor, but it's generally agreed that the ROANOKE TELEVISION market is sizeably ahead of the RICHMOND TELEVISION market.

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Call, your nearest Peters, Griffin, Woodward "Colonel", — or WDBJ • Television!

WDBJ•tv
Channel 7
CBS
ROANOKE, VA.
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caused 90% of the tv film companies to get their music from foreign recordings instead of American musicians.

The suit seeks an injunction to restrain the tv film companies from making further royalty payments into the trust fund and another injunction to prevent AFM from taking punitive action against either the plaintiff musicians or their film company employers. Although aimed at the AFM, the suit also lists as defendants the union's president, James C. Petrillo; Samuel R. Rosenbaum, trustee of the funds, and more than 60 producers of tv films.

The action is the third brought by a group of Hollywood musicians who want to upset AFM's trust fund payment policy and require that any extra payments negotiated by the union go to the musicians doing the work. The other suits, filed last fall, concern royalty payments by recording firms and re-use payments by the producers of film originally made for theatrical exhibition and subsequently sold for tv.

ASCAP Re-elects Cunningham

PAUL CUNNINGHAM has been re-elected to a second term as president of American Society of Composers, Authors & Publishers. Other officers re-elected: Louis Bernstein and Otto A. Herbach, vice presidents; John Tasker Howard, secretary; Saul H. Bourne, treasurer; George W. Meyer, assistant secretary, and Frank H. Connor, assistant treasurer.

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Spot-Wobble System Described to SMPTE

SPOT-WOBBLE, a system of making tv scanning lines quiver 15 million times a second on the face of the picture tube, may eliminate these objectionable lines, according to Westinghouse Research Laboratories. The new technique was revealed last Tuesday at the Washington convention of the Society of Motion Picture & Television Engineers.

Francis T. Thompson, WRL research engineer, said the wobble is accomplished by splitting one of the picture tube's cylindrical metal grids used to focus the electron beam into a tiny round spot. This technique was developed by Dr. E. Atti and J. A. Hall, of the Westinghouse electronic tube division, Elmira, N. Y.

Mr. Thompson in turn developed the line-structure reduction technique that employs electron beam wobbling as the spot tracks across the tv picture tube. A slight up-and-down motion of the beam broadens the white lines carrying picture information and narrows the in-between black lines.

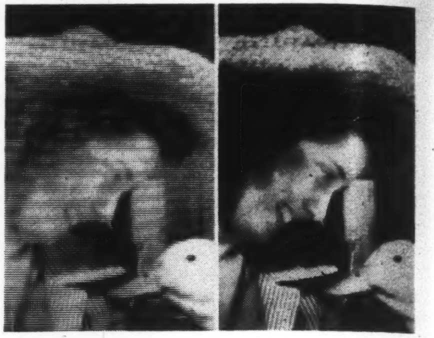
The spot-wobble method dates back several years, Mr. Thompson said, but was handicapped by equipment problems. The split-grid structure inside the tv picture tube eliminates these problems, with the split focusing grid still serving its regular function of sharply concentrating the electron beam on the screen. The wobble voltage is supplied by a single electronic tube fitted to a socket into which the picture tube is plugged.

Spot-wobble still is in the experimental stage, Mr. Thompson said. He noted the normal viewing distance for a 24-inch picture tube is 10½ feet, where the scanning lines start to disappear for the average viewer. He said that with the new method, the viewer will want larger pictures and perhaps view a 24-inch tube from a distance of about six feet.

Among other highlights of the week-long SMPTE convention were:

- A complete three-hour evening session on the Ampex video tape recorder, with technical explanations offered by an Ampex team comprising Charles P. Ginsberg, Charles Anderson, Kurt R. Machein and Robert A. Miner.
- A proposal for wide-screen tv, discussed by Seymour Rosin and Madison Cawein, Grimson Color Inc., New York, whereby the Scanascope lens (similar to the anamorphic lens in motion pictures) enlarges the picture from the usual 4:3 ratio to 8:3. It was admitted this could not be transmitted over the air (it requires a nine mc band and a reverse optical system at the receiver), but has been used over a closed-circuit system.
- Use of magnetic tape, which amounted to more than seven billion feet of quarter-inch tape chiefly for sound recording in 1956, would increase by 70% in 1961, Barton Kreuzer, SMPTE president, told members at the kick-off luncheon last Monday. He also said that $90 million is allocated to telefilm production this year.

Among the exhibits were Harwald Co.'s automatic film inspection machine—which inspects, cleans, measures, counts splices, and permits viewing and sound reading of 16 mm or 35 mm film; Unicorn Engineering Corp.'s portable Cleaner-Rewind; Prestoseal Mfg. Corp.'s butt-weld Presto-Splicer; Andre Debrie Mfg. Corp.'s automatic daylight film processor, and Zoomar Inc.'s new reflector models.



WESTINGHOUSE *offers these contrasting pictures as evidence of what its "line structure reduction" technique can do. The one at left demonstrates normal scanning lines, that at right the "wobbled" line structure (see story).*

Navy Development Seen as Color Tv Aid

A NEW and simplified approach to color television is offered by the Navy in the wake of its announcement of a revolutionary development in tv screens that originally was conceived to permit viewing in broad daylight with little loss of contrast.

It is also expected these new findings may pave the way for three dimensional viewing.

Several private television concerns have indicated the development will be used immediately in their laboratories, according to the Navy, which declined to name the firms.

Key to the new screen, developed by Dr. Charles Feldman of the Naval Research Laboratory, Washington, is the placing of phosphor on thin transparent films, which in turn are deposited on the face of the tv tube. Under present procedures, opaque white powders are sprayed on the tubes, causing the surface to reflect. In strong sunlight the reflection becomes brighter than the picture.

With use of the new transparent films, sunlight passes through and is lost in the darkened interior of the tube. As a result contrast is maintained even with bright daylight shining on the tube face.

The second advantage of transparent films is picture sharpness. Whereas conventional powdered screens have a grainy texture that scatters light, the films show no grain and scatter none of the light.

Both these features can be applied advantageously to color tv in its present use, according to the Navy. It was added that transparent films can open a completely new avenue to color. Here's how the Navy envisions it:

Films that create different colors can be deposited one atop another and lighted separately (or mixed) through control of the speed or direction of the electrons in the tube. By the use of one film for each of the primary colors (red-yellow-green), the complete color spectrum can be obtained with proper mixing.

The Navy said tubes with several combinations of two primary colors and blends of these two colors have been operated successfully; tubes with all colors are in the experimental stage.

The phosphor films are considered by the Navy to be more permanent than the powdered screen with less tendency to burn out quickly. Phosphor, a luminous substance, emits light without sensible heat.

The new Navy tv screen is an outgrowth of a project to eliminate the windshield, with its reflection and glare, from airplanes. In its place there would be thin television screen coverings with the phosphor films permitting better visibility.

Radio Set Production Up For March, Quarter—RETMA

RADIO set production in March and the first quarter of 1957 ran well above the same 1956 periods, according to Radio-Electronics-Tv Mfrs. Assn.

March radio output totaled 1,609,073 radio sets compared to 1,264,765 in February and 1,360,113 in March 1956. First quarter radio output totaled 3,959,367 sets compared to 3,532,243 in the same 1956 period. Of the March output, 597,532 sets were auto models.

Sales of radio sets in retail outlets, excluding auto models, totaled 730,584 units in March, 525,029 in February and 527,649 in March 1956. First quarter radio sales totaled 1,818,976 sets compared to 1,513,722 in the same 1956 quarter.

March tv production totaled 559,842 receivers compared to 464,697 in February and 680,003 in March 1956. Of March 1956 sets, 62,815 had uhf tuners compared to 82,805 in March 1956. Tv output in the first three months of 1957 totaled 1,474,729 sets compared to 1,844,632 in the same 1956 quarter.

Sales of tv sets in March totaled 534,115 compared to 525,437 in February and 544,411 in March 1956. Tv sales in the first quarter of 1957 totaled 1,682,911 compared to 1,689,178 in the same 1956 period.

WESCON Sees Electronics Jump

THE Los Angeles office of the Western Electronic Show & Convention (WESCON) has released an informal survey of San Francisco Bay manufacturers showing gains of 42.2% for 1957 in electronics sales and 33% in number of people employed for 1957. An estimated 26,000 will be employed at the end of 1957, compared with 19,539 at the year's outset. Sales should reach $320 million by year's end, compared with $224,836,000 last year, WESCON says.

WESCON, sponsored by West Coast Electronics Mfrs. Assn. and the San Francisco and Los Angeles sections of Institute of Radio Engineers, is scheduled for Aug. 20-23.

2 Sylvania Engineers See Transistorized Tv's by 1959

FULLY transistorized television receivers will be technically practical by 1959. At first they'll cost more than tube receivers, but they'll be worth more.

These were highlights of a paper prepared by W. F. Palmer and George Schiess, electronics engineers of Sylvania Electric Products, and delivered by Mr. Schiess before the northeastern district meeting of the American Institute of Electrical Engineers at Pittsfield, Mass., last Thursday.

They said many tv receiver sections can be transistorized now with commercially available transistors, but that transistors of extreme frequency or voltage capabilities may not be ready commercially for about two years.

Earlier in the week, Sylvania Chairman and President Don G. Mitchell described current tv set prices as "unrealistically low" and predicted that "higher prices will prevail in the new lines which will be introduced this summer."

Mr. Mitchell, speaking Tuesday at a Sylvania shareholders meeting in Boston, said the company's first-quarter sales reached a new high of $87.5 million, compared to $86.4 million during the same period a year ago, and that net income for the period was $3 million as against $4.2 million in the first three months of 1956. He expected earnings for the full year 1957 to be as good as, "or even better than," they were in 1956. Industry-wide sales of electrical and electronic products, he predicted, will rise from last year's record $19.5 billion to around $21.5 billion this year.

Sylvania's tv set sales in the first quarter were "strongly ahead of a year ago," although industry-wide factory sales were down more than 15%, he reported.

Two new directors were added to the Sylvania board: Donald C. Power, president of General Telephone Corp., and Robert E. Lewis, vice president of Sylvania and president of the company's new Argus Camera Div.

Zenith Net Profits Down For First 1957 Quarter

DECREASED net consolidated earnings and profits for the parent company and subsidiaries have been reported by Zenith Radio Corp. for the first quarter of 1957 against the same period last year—along with hope of an early "favorable" decision by the FCC on toll tv.

In a statement to stockholders, President E. F. McDonald Jr. announced net consolidated profits of $1,650,590 or $3.35 per share, after depreciation, excise taxes and other factors, compared to $1,831,165 or $3.72 per share for the first three months of 1956.

Sales were $36,658,510 against $37,915,318 for the first three months last year. Zenith directors declared a dividend of 75 cents per share payable June 28 to stockholders of record June 7. Earlier, the com-

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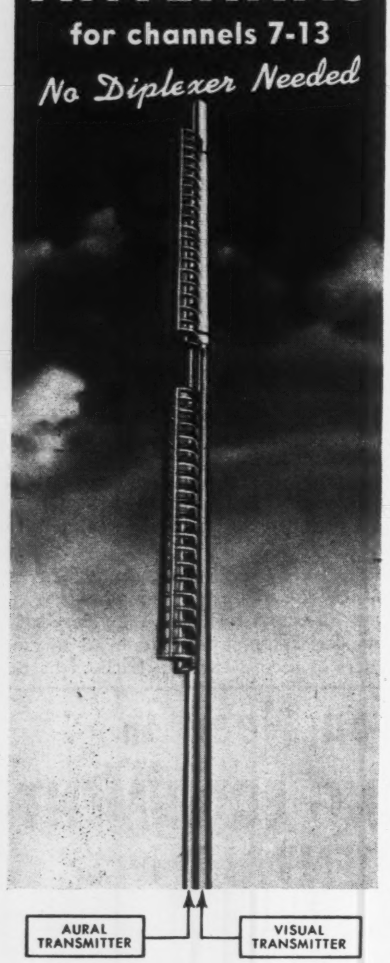

A simple, versatile and *economical* standby system consisting of two separate bays of the AMCI Type 1020 Antenna mounted on a mast or existing tower leg can be used with a 50 kw transmitter. No diplexer of any kind is needed. The aural and visual transmission lines need not be of equal lengths.

Write for Bulletin B-457.

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

AMCI ALFORD
Manufacturing Co. Inc
299 ATLANTIC AVE., BOSTON, MASS.

pany had reported reductions in earnings and sales for 1956 [B•T, March 25].

Aside from expressing hope for a "favorable decision in the near future" on subscription tv, Comdr. McDonald derided color tv, claiming brightness of monochrome images is reduced by two-thirds in color receivers. He said color models produced (but not marketed) by Zenith would have to be priced at $900 each to realize a profit.

New GE Transistors Designed For Tvs, Radar, 2-Way Radio

GENERAL ELECTRIC CO. has announced the development and initial commercial production of three new high frequency transistors that are expected to extend the applications for transistors into equipment now limited to vacuum tubes, such as tv sets, radar and two-way radio transmitters and receivers.

GE also announced a line of long-life germanium rectifiers for replacing other types of rectifiers in existing tv sets. A similar line had been announced last December for designing into new sets. Developed by engineers in GE's semiconductor products department, Syracuse, the new rectifiers are expected to outlast the set.

The three new transistors are germanium tetrodes; that is, they have four leads for connecting to an electronic circuit. One of the new transistors is designed to amplify a 120 mc radio signal—the highest frequency yet attainable in a mass produced transistor, according to GE engineers. The transistors, designated 3N29, 3N30 and 3N31, have a common base connection and a bandwidth of 2 mc and are rated for a minimum of 10 db gain, respectively, at 30 mc, 120 mc and 15 mc.

Malz Elected as President Of Webcor, Succeeding Haffa

ELECTION of Nicholas Malz as president of Webcor Inc., succeeding Titus Haffa, majority stockholder, was announced at the annual meeting of the phonograph-recorder manufacturer in Chicago Monday.

Mr. Malz, who has been executive vice president, joined Webcor in 1955 when Mr. Haffa assumed control. The latter has been serving as president and board chairman without compensation.

Mr. Haffa expressed hope the company would soon declare its first cash dividend since last July. Despite record sales of approximately $34 million in 1956, Webcor lost $995,000 in net income, mostly from government contract business [B•T, April 22]. Earnings in the first quarter of 1957 were reported last week to be $354,914, substantially over the figure for that period last year. Government orders accounted for $2.5 million in sales.

Solar Energy Converters

HOFFMAN ELECTRONICS Corp., Los Angeles, announces the establishment of its solar division because of "the growing importance of the field of solar energy."

The new division will be located in Evanston, Ill., to develop and produce solar energy converters.

Ford to Install Radio Sets In Rear of Some of Its Cars

THERE will be a radio in the future of some Ford owners—even though it will take a back seat in some 1958 models.

This "secret" was revealed last week by the Ford Motor Co., which plans to install receivers under rear seats in some of its automobiles. The tuning buttons will remain up front.

Included in the radio is an automatic search-tuning device which brings on another station when one goes off the air. A memory circuit, used to avoid "losing" a station when driving through an underpass, retains a station setting for 10 seconds before retuning.

Radios actually operate more efficiently in the cooler rear area and are more accessible for servicing, according to Ford. Antennas also are rear-positioned, following recommendations of automobile stylists the past few years.

Hollingsworth Hopes to Show $5,000 Electronic Tv Tape Gear

HOLLINGSWORTH Enterprises Inc., Hempstead, L. I., hopes to be able to demonstrate a new "all-electronic" tape television recorder that will cost about $5,000 when production is set, Lee Hollingsworth, president, said last week

"The system is all-electronic in nature," Mr. Hollingsworth said, "and has only one moving part, namely the moving tape and required mechanical drive and takeup mechanism."

Mr. Hollingsworth, who formerly owned WKBS (now WKIT) Mineola, L. I., and reports he now holds about 35 U. S. and foreign patents, declined to give other details of his system, pointing out it is still in the developmental stages. He believes the system will be ready for demonstration within a year. He explains the low price of his projected recorder by saying it does not require precision machinery. (Ampex Video Tape Recorder, fully equipped, runs to more than $100,000.)

RCA Tv Tube Plant Busy

RCA is now in substantial production of 21-inch, 110-degree black-and-white tv picture tubes at RCA Tube Div.'s Marion, Ind., plant. More than 1,000 tubes are being produced daily with the output expected to

WHLS
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increase rapidly. RCA claims to be the "first tube manufacturer to reach full commercial production" of tubes which have glass-button base, new electron gun of "straight" type functioning without ion trap and "precision control" of aluminizing process.

RCA Components Div., which has developed companion components of deflecting yoke and horizontal output and high-voltage transformer, is in volume production of items at its Findlay, Ohio, plant.

Robotape Allows Commercials To Be Added at Purchase Point

DEVELOPMENT of a tape player for interspersing "on location" commercial messages with fm broadcast music for use in food and other stores, as well as numerous commercial institutions, has been announced.

The player unit, developed by Oakton Engineering Corp., Skokie, Ill., and announced by Cody Adv., Chicago, is designed to sell shoppers "automatically" by remote control from fm stations. It's claimed that until multiplexing is ready—and even after—the automatic player can help expand commercial and industrial applications of storecast and background music fm broadcasting.

When the unit (Robotape) is connected to a special fm radio broadcast receiver, the station can send out an inaudible 20 kc signal, the music is silenced and the player feeds commercial messages to point-of-purchase, according to Cody. Several units can operate simultaneously in various departments of a food store. Its use also is envisaged for specialty shops, banks, airlines, railway terminals and other public places.

Rek-O-Kut Plant Start Set

NEW 25,000-square-foot plant for Rek-O-Kut, radio-tv recording equipment and high fidelity components manufacturer, is scheduled to go into operation in July, George Silber, company president, has announced. An outgrowth of increased sales volume in high fidelity components, the new plant will be located at 108th St. and 39th Ave. in Queens, N. Y. In addition to expansion, plans for 1958 call for a greater diversification in manufacture of radio-tv recording equipment as well as hi-fi components. Rek-O-Kut sales, according to Mr. Silber, are 50% ahead of same period last year. He estimates sales volume for the industry for 1957 will be in excess of $200 million.

New 'Scatter' Firm Formed

TRIPAC ENGINEERING Corp., Bethesda, Md., last week announced the formation of a subsidiary, Tripac Scatter Communications Inc. which will share office space with its parent. The new arm specializes in the engineering, design, and installation of "scatter" radio communications systems.

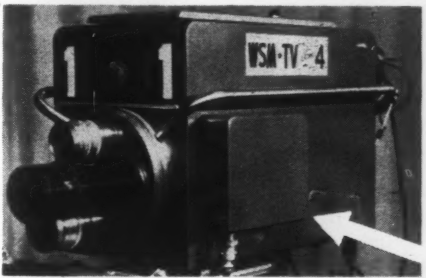
"Scatter," a recently developed technique, has found wide acceptance with the armed forces in areas where conventional signals are subject to blackout. All members of the new firm were associated with installation of the Air Force's own "scatter" system.

ASTRONOMICAL HOP

FROM heavenly stars to tv stars may seem to be a long jump, but in Nashville, Tenn., it's a short hop.

John H. DeWitt Jr. and Aaron C. Shelton, WSM-TV Nashville president-general manager and chief engineer respectively, were called in sometime ago to help astronomers at Dyer Observatory, Vanderbilt U., Nashville. The astronomers wanted to use an image orthicon tube as a light amplifier, but they couldn't hold the star image steady because of movement due to atmospheric conditions.

The Nashville broadcast engineers devised a method of using an electronic deflecting system to accomplish this purpose and then found that it could also be used to move the tv image around the target so the tube will not suffer "burn-in." Its movements are followed by the scanning beam on the rear of the target, causing the transmitted picture to appear as a normal, stationary image. A low frequency generator, mounted in a box on the side of the camera (see picture above) supplies the current to the device.



WSM-TV's orthicon saver (arrow)

An application for a patent on this device, which has the potential of doubling the life of an image orthicon, has been filed by Messrs. DeWitt and Shelton. They estimate the apparatus can be sold as a kit at about the cost of a single image orthicon (about $1,200). There are two companies interested in taking out licenses, they reported last week.

Last month at the NARTB convention in Chicago, two image orthicon extenders were shown. Visual Electronic Corp., New York, showed a device using a mechanical oscillator, selling for about $2,400. RCA showed an optional kit for color cameras, using a rotating plate before the orthicons, selling for $700.

Kay Lab Profits Soar

KAY LAB, San Diego manufacturer of Kin Tel electronics equipment, had net profits before taxes for first quarter of 1957 approximately 10 times those of same period of last year—$154,499 this year to $15,481 last—La Motte T. Cohu, president and board chairman, reported. After taxes, net profits for first quarter were $90,499 this year to $15,481 last. (No taxes were paid for this 1956 period because of a previous loss.) Net product sales rose to $1,080,000 from $420,080, orders to $1,611,000 from $647,000 for quarter.

Hoffman Sales Up

SALES and profits of Hoffman Electronics Corp. reportedly were the second highest in company history last year when sales totaled $46,580,279, up from $44,416,673 in 1955. Net income was $1,601,974, or $2.19 per outstanding share compared to $1,560,596, or $2.15 per share in 1955, according to the annual report to stockholders of H. Leslie Hoffman, president. Company's sales peak was hit in 1953, its highest profit in 1952.

DuMont Launches ITV Program

AN intensive marketing program for a completely new line of industrial tv products has been launched by Allen B. DuMont Labs. The program, according to Kenneth F. Petersen, manager of DuMont's Industrial Television Dept., is based on the findings of a two-year nation-wide survey of operating industrial television installations.

MANUFACTURING SHORTS

RCA, Camden, N. J., reports shipments of 3-Vidicon color cameras to NBC in N. Y.; six-section superturnstile antenna to WPSD-TV Paducah, Ky. (ch. 6); three-section superturnstile antenna to KMAU-TV Wailuku, Hawaii (ch. 3), satellite of KGMB-TV Honolulu; 50-kw transmitter to KETV (TV) Omaha (ch. 7).

Westinghouse Electric Corp. has announced addition of two new 14-inch portable tv receivers, models 14T198 and 14T199, to its spring line. They have vinyl finish metal cabinets and contain full 15-tube horizontal chassis and new Westinghouse 90-degree aluminized 14-inch picture tube. Each model weighs 30 pounds. Sets are priced $149.95.

RCA Tube Div. changes its name to RCA Electron Tube Div. Reason given for change is that new name defines more closely type of products made and merchandised by RCA tube unit.

Motorola Inc. announces new high power transistors with "significant potential" in field of audio amplifiers. Among advantages claimed are more power output, more reliable temperature performance, maintenance of gain at high power, less distortion and uniform quality and performance.

Sylvania Electric Products, tv picture tube division, Seneca Falls, N. Y., announces new lightweight 17-inch 90-degree deflection picture tube is in experimental production at division and will make possible manufacture of portable tv receivers up to three pounds lighter than present models.

Admiral Corp. announces new portable radio line consisting of one AC-DC-battery model and two 12-volt all-transistor battery sets, all with steel cases and printed circuits inserted by automation. Transistor models include either six or eight transistors, playing up to 1200 hours on eight flashlight batteries. Suggested retail price for three-way portable is $29.95 and for transistor units $59.95 and $69.95.

Whirlpool Corp. (RCA Whirlpool appliances, other products) announces first quarter sales of about $112 million for 17% increase over same period in 1956. Capital expenditures are budgeted for $15 million this year.

Sylvania Electric Products Inc., announced that its electronic product sales department has consolidated its east central and central equipment sales regions into single area to be known as midwestern equipment sales region with headquarters in Melrose Park, Ill. **J. P. Mallen,** east central equipment sales manager, appointed midwestern equipment sales manager.

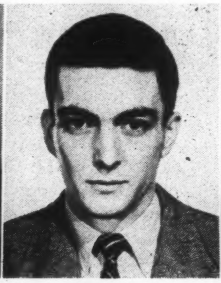
Browning Labs Inc., Winchester, Mass., announces new Multiplex Sub-Carrier Automatic Muting System. Device is used by fm stations who multiplex background music service. New product used at transmitter automatically mutes all Browning Multiplex receivers between musical selections. Extra relay contacts are provided which enable music itself to provide other controlling functions. Price: $189.00.

Whirlpool-Seeger Corp. announces approval of proposed merger with **Birtman Electric Co.** and new corporate name, Whirlpool Corp., with present officers and directors continuing in office.

Visual Electronics Corp. N. Y., opens new offices at 342 W. 40th St. Telephone: Longacre 4-0518.

G. S. Marshall Co. (electronic manufacturers' representatives), moves to new offices at 2065 Huntington Drive, San Marino, Calif.

ANDREWS


CRAWFORD

EAMES

MOFIELD

MORRISON

PATTERSON

TABER

WESTIN

CBS FOUNDATION PRESENTS FELLOWSHIPS

FIRST CBS Foundation News & Public Affairs Fellowships in "electronic journalism" are being announced today (Monday) by Ralph F. Colin, president, CBS Foundation Inc. They go to eight persons active in either the commercial or non-commercial aspect of the broadcast news profession.

The fellows selected include three persons from stations affiliated with, but not owned by, either CBS Radio or CBS-TV; two teachers of broadcast journalism, and three associated with CBS in New York. They are:

Ernest F. Andrews Jr., assistant professor of journalism, State U. of Iowa and news director, WSUI Iowa City; William B. Crawford, tv news writer CBS, New York; William Arthur Eames, news director KBOI-AM-TV Boise; William Ray Mofield, director of news and special events and assistant manager, WPAD Paducah, Ky.; Joseph L. Morrison, associate professor of journalism, U. of North Carolina's School of Journalism, Chapel Hill; John Meredith Patterson, assistant news director, WDBJ-AM-TV Roanoke; Robert Bruce Taber, news writer CBS, New York, and Avram Robert Westin, a director for CBS news and public affairs, New York.

The fellowships, established early this year, are granted annually for a year's study, beginning in September, at Columbia U. in New York for eligible persons engaged in radio-tv news and public affairs. The fellows' expenses are paid. Average stipend is about $8,000 covering tuition and other costs at the university and necessary transportation and living costs for each fellow and any family dependents for the fellowship year of 36 weeks. Selections were made from a total of 140 applicants from 35 states, the District of Columbia, Alaska and Guam.

Fellows Prescribes Revamping Of Journalism, Radio-Tv Courses

PROFESSIONAL schools of communication embracing radio, tv and newspaper career training should replace the journalism and radio-tv courses at the nation's universities, NARTB President Harold E. Fellows suggested Wednesday in a talk delivered at the U. of Missouri "Journalism Week" banquet, at Columbia, Mo.

Noting that radio and tv are now full partners "in the vital field of communicating," Mr. Fellows proposed that the term "journalist" be abandoned in favor of "communicator" since the reporting of events no longer is limited to the written word.

Mr. Fellows conceded the idea breaks with scholastic tradition and anticipated opposition from some publishers. He said training for technical skills in communications "should occupy no more than 25% of the time of the entire student curricula" and lauded the U. of Missouri's requirement that students obtain a full background in the political and social sciences, history and economics and liberal arts.

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sion of such demanding exactitude," Mr. Fellows said, "requiring the ultimate of judgment in handling [that] perishable and unpredictable commodity—the news of the day—that I believe its practitioners should be schooled with an emphasis no less intensive than that which is placed upon other professions such as the law, medicine and teaching itself. To those of us in broadcasting, who are conscious of the day-to-day demands implicit in the responsibility for serving the public interest, the need for able young people is critical." Mr. Fellows talk was broadcast over the 80-station Anheuser Busch baseball network.

Missouri Broadcasters Assn. held a two-day meeting during the university's journalism week, including a Wednesday BMI clinic.

600-800 Set to Attend Ohio Radio-Tv Institute

SOME 600-800 conferees on educational radio-tv will meet Wednesday in Columbus, Ohio, for the 27th annual Ohio State U. Institute for Education by Radio-Television. Sessions will take place at the Deshler-Hilton Hotel, Wednesday through Saturday.

Wednesday is "Teaching-by-Television Day." General sessions get underway that night with a review of the current status of broadcasting by Donald H. McGannon, president of Westinghouse Broadcasting Co., and Joseph Csida of Csida-Grean Assoc., New York [B•T, April 22].

Thursday afternoon's general session is on "The Broadcaster and the Audience," with Parker Wheatley, general manager of educational stations WGBH-FM-TV Boston, presiding. Rolf B. Meyersohn, research director of the U. of Chicago Center for the Study of Leisure, will present a summary on audiences, to be followed by a panel discussion on audience influence. Panelists: Leon Goldstein, programming vice president, WMCA New York; Richard Hull, director of radio-tv broadcasting; OSU; Ted Leitzell, public relations director of Zenith Radio Corp., Chicago; Robert Mason, general manager of WMRN Marion, Ohio; Jerome Reeves, general manager of KDKA-TV Pittsburgh; Arnold Wilkes, public affairs director, WBAL-AM-TV Baltimore, and Clarence Worden, public affairs director of WCBS-TV New York. Moderator is Kenneth G. Bartlett, vice president of Syracuse U., and institute discussion leader.

Philip Cohen, vice president in charge of radio and television of Sullivan, Stauffer, Colwell & Bayles Inc., New York, is scheduled to preside at a session on "Radio in a Television Age" Thursday evening. On the program are Louis Hausman, advertising vice president of CBS Radio; William B. McGrath, vice president-managing director of educational stations WHA-AM-TV Madison, Wis., and M. S. Novik, New York radio-tv consultant.

The final general session Friday afternoon will take up "International Broadcasting in a Cold War," with George Vicas, CBS news and public affairs, presiding.

George D. Crothers, director of public service broadcasts of CBS, will be toastmaster at the institute dinner Friday evening. Speakers on the future of broadcasting will be Herbert E. Evans, vice president of Peoples Broadcasting Corp. (WRFD Worthington, Ohio; WTTM Trenton, N. J.; WMMN Fairmont, W. Va., and WGAR-AM-FM Cleveland), and Burton Paulu, president of the National Assn. of Educational Broadcasters.

Fifteen clinics on Thursday and Friday will deal with specialized phases of broadcasting. National Assn. of Educational Broadcasters, Assn. for Education by Radio-Television and American Council for Better Broadcasts will hold sessions during the institute.

NAEB meetings Wednesday will deal with radio-tv teaching and utilization of radio-tv programs. Separate ACBB sessions on Saturday will feature a morning symposium on "Let's Air Our Experiences." Edward H. Bronson, director of television code affairs of NARTB, will address the noon luncheon, followed by an afternoon devoted to "Becoming Informed about Broadcasting." I. Keith Tyler, director of the institute, will be moderator.

Other organizations meeting this week in Columbus: trustees of the Junior Town Meeting League; Alpha Epsilon Rho, national radio-tv fraternity, and Ohio Educational Telecasters.

WFMT (FM) Prize to Back 'Qualitative' Radio Study

WFMT (FM) Chicago has contributed its $1,000 prize from the Alfred I. duPont awards [B•T, April 1] as a grant to the U. of Wisconsin for a research project on the qualitative "impact" of radio advertising and programming.

Edward E. Werner, marketing instructor at the university, will head the project to identify and measure the qualitative effect upon listeners of a program or advertising message, according to J. Howard Westing, associate dean of the university's School of Commerce. Ultimate object of research is to find a way to measure impact and identify results.

Stanford U. Readies Institute

STANFORD U.'s Radio-Television Institute is preparing for its 15th summer session which will include a new course in non-commercial telecasting under the guidance of KQED (TV) Berkeley, Calif.

KNBC and KPIX (TV), both San Francisco, are the other cooperating stations that will assist in a variety of courses to be pursued by 50 students who should apply no later than June 1. Two years of college, or the equivalent thereto, are required.

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(1280' above average terrain)
MORE coverage
(1137' above ground)
and right in the
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CBS
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CBS
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AUSTIN, TEXAS

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INS Telenews Picks Up 18; Glickman Replaces Wismer

CONTRACTS placing various INS-Telenews film services in 18 new tv markets have been signed during the past month, it was announced Thursday by Robert H. Reid, manager of the INS television division. He also disclosed that veteran sportscaster Marty Glickman, formerly sports director at WMGM New York, will narrate the weekly *This Week in Sports* show replacing Harry Wismer, resigned.

The quarter-hour syndicated sports review has been bought by Great Falls Breweries through the Wendt Agency, Great Falls, Mont., to blanket the state starting in June on KOOK-TV Billings, KXLF-TV Butte, KFBB-TV Great Falls and KMSO-TV Missoula. The sports program also has been sold for local sponsorship to KVAR-TV Phoenix, Ariz.; KOIN-TV Portland, Ore., and KCCC-TV Sacramento, Calif.

Studebaker-Packard has picked up sponsorship of the INS-Telenews weekly news review in four additional markets to bring its total sponsorship to six markets. New stations are WNBF-TV Binghamton, WCNY-TV Carthage-Watertown and WKTV (TV) Utica, all N. Y., and WISN-TV Milwaukee. United Auto Workers, through Kaufman Agency, Washington, has signed for the weekly news review on CKLW-TV Windsor-Detroit. Other local sponsorship sales were to WOOD-TV Grand Rapids, Mich., and KSIX-TV Corpus Christi, Tex.

WRVA-TV Richmond, Va., has purchased the five-day INS Telenews daily newsfilm while WTAR-TV Norfolk, Va., and KIDO-TV Boise, Idaho, have signed for the International News Photos, daily tv photo service.

Outside the U. S., both the news review and the sports review have been sold to CMAB-TV Havana.

ASCAP Claims Win in WSAY Case

AMERICAN Society of Composers, Authors and Publishers has obtained a summary judgment of $4,098.52 in Supreme Court, New York County, against Federal Broadcasting System Inc., the owner of WSAY Rochester, N. Y., ASCAP announced last week. The suit was based upon the defendant station's failure to pay license fees due ASCAP under license agreements which formerly were in effect, the music licensing organization explained.

Creative Merchandising Co. Formed for Tv Activities

FORMATION of a new tv program-production-packaging company, Creative Merchandising Co., has been announced by its two principals, H. Pierson Mapes, for 15 years vice president and general manager of the now-closed New York office of Hutchins Adv., and Gene Schiess, radio-tv director of the agency. Temporary offices are at 535 Fifth Ave., New York. Telephone: Murray Hill 2-7825.

Mr. Mapes was instrumental in launching the original *Philco Tv Playhouse* (now known as *Goodyear Playhouse* and *Alcoa Hour* on NBC-TV for Hutchins' client, Philco Corp. When the account shifted last year to BBDO, Hutchins closed its New York operations. CMC's first program is Happy Felton's *It's A Hit,* a new daytime educational quiz program which premieres on CBS-TV Saturday, June 1, at 11:30 a.m. Among clients signed for CMC services are (Bing) Crosby Brands Inc. and Philco Corp. Mr. Mapes said his firm currently is consulting with Philco regarding this year's "Miss America" pageant at Atlantic City.

Leahy Leaves RKO Records Post

JOSEPH LEAHY, president of RKO Unique Records, has resigned to go into independent production of record masters. The announcement, made jointly by Mr. Leahy and John Begley of RKO Teleradio Pictures Inc., parent firm, said, however, that Mr. Leahy would remain as technical adviser and artists and repertory man for the record concern. The post of president will remain open, according to the announcement. Mr. Leahy will use Unique's facilities at 1697 Broadway, New York, while Unique will use facilities of the RKO Recording Div. at 1440 Broadway.

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Education Group Among Bidders for WATV (TV)

THE PROSPECT of a commercial television station seeking to go non-commercial—through change of ownership—loomed in New York last week.

The Metropolitan Educational Television Assn. was identified as one of several bidders reportedly negotiating for the purchase of WATV (TV) Newark, one of seven stations, all vhf, now operating in the New York area.

Irving R. Rosenhaus, president of WATV and its am affiliate, WAAT, confirmed that negotiations for sale of the properties were in progress with a number of prospective buyers, but declined to name any of the bidders. Unofficially, it was understood that the asking price for the two stations was approximately $6.5 million.

Frank E. Karelson Sr., a trustee of META as well as its general counsel, confirmed that META was negotiating for the ch. 13 station but would not discuss details. He said he anticipated no problem in getting the FCC to revise the New York area allocations—which specify ch. 25 for non-commercial educational use—to permit WATV to continue on its present channel if META succeeds in buying the station. He said META had not yet broached the question to the FCC, however.

Ch. 25 has been assigned to the U. of the State of New York, but construction has never started.

The only other channel allocated in that area, ch. 31, has been assigned to city-owned WNYC New York, but construction of the station has not started.

META was chartered by the State Board of Regents in 1954 to operate a non-commercial educational station. It is composed of leading civic and educational groups, and some months ago it set up a program production center to prepare educational programs for showing on commercial stations.

Although the association does not have funds on hand to cover the proposed purchase, its leaders apparently feel they can get the money. If they succeed, and are successful also in reaching an agreement for purchase of the station, they reportedly are thinking of leasing some of their time to commercial interests as one possible means of raising money for operating expenses.

WLWT (TV) to Add Local Color

CROSLEY Broadcasting Corp. will institute local color originations by June from WLWT (TV) Cincinnati, the firm announces.

Nearly a million dollars—for five color cameras and associated equipment—is involved. First two shows that will be colorcast are Ruth Lyons' daily *50-50 Club,* noon-1:30 p.m. and the Saturday night *Midwestern Hayride,* 6:30-7:30 p.m., both to be fed to other Crosley stations, WLWD (TV) Dayton, WLWC (TV) Columbus, both Ohio, and later to WLWI (TV) Indianapolis, which is to go on the air in September. Other shows, including experimental colorcasts of Cincinnati Redlegs baseball games, are to be added to the local color schedule.

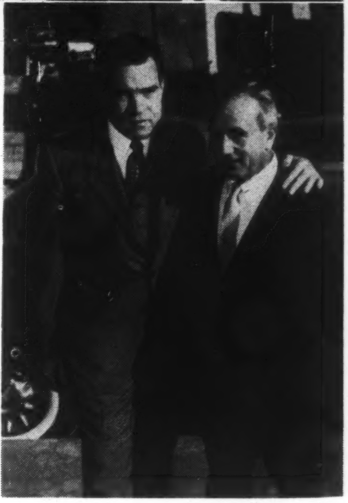
NIXON DOES WRC HONORS

VICE PRESIDENT Richard M. Nixon laid the cornerstone last week for a new $4 million facility for NBC's Washington stations, WRC-AM-FM-TV. NBC-TV's *Today* televised the cornerstone ceremonies.

After installing the cornerstone with a silver trowel, Mr. Nixon, Robert W. Sarnoff, president of NBC, and FCC Chairman George C. McConnaughey looked on as master mason George Geddes completed placement of the stone (above).

The building, which will contain three tv studios, three radio studios and complete executive and sales offices, is said to be the first studio "designed and built from the ground up" for color telecasting. It will begin operations this fall.

Mr. Nixon was greeted on his arrival by Carleton D. Smith, NBC vice-president and general manager of the Washington station (right).



DATELINES

A sampler of radio and television news enterprise

PLYMOUTH—No one was there to broadcast the beginning of the voyage of the first *Mayflower* from England to Massachusetts. But WPLM Plymouth, Mass., corrected this oversight the second time around. When *Mayflower II* left Plymouth, England, April 20 on its voyage to Plymouth, U. S., WPLM covered the event by transatlantic telephone. The on-the-scene reports of the embarkation mark the beginning of extensive coverage planned by WPLM in connection with the event.

SEATTLE—Another seagoing event proved that KOL Seattle will go to almost any lengths to provide listeners with news coverage "in depth." Last month station staffers went 60 ft. down to broadcast maneuvers of a U. S. Navy submarine in Seattle's Elliott Bay area. In a two-hour broadcast by disc jockey Bob Waldron and reporter Candy Johnson, KOL chronicled arrival of the *USS Greenfish* from Pearl Harbor on the 57th anniversary of the Navy's submarine service.

To broadcast the ocean show the station used Navy shortwave facilities on two frequencies assigned by the FCC. The program was picked up an a shortwave receiver at KOL's transmitter site and relayed through the studio's main console.

TYLER—It took KTBB Tyler, Tex., only a few minutes to meet the April 26 tornado emergency and mobilize coverage, not only for its own area but for seven other Texas stations. The staff started emergency service and mobile coverage when the twister hit that morning and worked with no let-up until the small hours of the next day. Other state stations which got reports of the million-dollar disaster from KTBB were KDSX Dension, KEYS Corpus Christi, KFJZ Fort Worth, KITE San Antonio, KRRV Sherman, KTRH Houston and KVET Austin. After the storm, Tyler's civil defense, police, Red Cross and utility officials were loud in their praise of the KTBB job, the station reports.

BALTIMORE—All three Baltimore tv stations close ranks tomorrow (Tuesday) to take turns telecasting the first of a three-day House Un-American Activities Committee inquiry into communism in Maryland. Rep. Francis E. Walter (D-Pa.) is chairman of the group to hold hearings at the Federal Court, Baltimore.

WMAR will handle all pickups, with the cost to be shared by the three outlets. The stations will also make audio feeds available to radio stations and newsreel companies.

KBET-TV Buys Heavy in Film

IN unusual buy, KBET-TV Sacramento, Calif., Friday announced purchase of 800 RKO feature films and full MGM-TV library (more than 700 films). Station, primary affiliate of CBS-TV, also has films from 20th Century Fox, Warner Bros., Columbia Pictures and United Artists.

WRCA Lists New Rates

WRCA New York has issued a revised rate card, No. 16, listing new prices for special feature shows, saturation plans and time period divisions. On the new schedule an hour of Class I time (6:30-9:30 a.m. and 5-10:30 p.m., Monday-Friday, and 6-10:30 p.m. weekends) costs $1,200. Announcement rates are divided into four time classes with a minute in Class I (6-10 a.m., Monday-Friday) listed at $175. Discounts are unchanged from the old rate schedule.

Goldenson Sets Dedication Talk

LEONARD H. GOLDENSON, president of American Broadcasting-Paramount Theatres Inc., will participate in a round of activities in connection with dedication of WBKB (TV) Chicago's new facilities May 16. He will address monthly luncheon meeting of the Broadcast Adv. Club of Chicago and, after an afternoon tour of the station's new $1.5 million plant in the ABC State Lake Bldg., will play host at a press reception at 5:30 p.m. A party for WBKB employes and their families will wind up official dedication ceremonies that evening.

KFSD to Build New Studios

KFSD Inc. San Diego, licensee for KFSD-AM-TV there, is preparing to break ground for its new studio facilities some time within the next three weeks.

The site, occupying more than seven acres, is located in a larger subdivision to be known as Broadcast City. William E. Goetze, KFSD executive vice president and general manager, said the new building will cost $650,000, and that equipment such as color tv will bring the entire project to about $1 million.

BIG MIKE X99, helicopter news unit, has been added by KNUZ Houston to its fleet of three other mobile units, Big Mike Nos. 1, 2 and 3. The aircraft will be used for traffic reports, manhunts and other special news jobs.

MR. HAGGARTY

MR. RIORDAN

KPTV (TV) Now on Air as Vhf With Haggarty in Control

KPTV (TV) Portland, Ore., went dark last Tuesday on ch. 27 under the ownership of Storer Broadcasting Co. and returned to the air Wednesday on ch. 12 with Detroit attorney George Haggarty in control.

The switch was made possible when Mr. Haggarty purchased KPTV for $1.89 million and ch. 12 KLOR (TV) Portland for $1,794,865 [B•T, April 22]. Facilities of the two stations were combined with the ch. 27 cp and KLOR call letters returned to the FCC.

Mr. Haggarty will be president of KPTV and Frank Riordan, managing director of the station under Storer, has been named vice president, general manager and secretary. Don Tykerson and Gordon White, sales manager and program director, respectively, of KPTV under the former owner, also will remain in those capacities.

KPTV will retain its NBC-TV affiliation and will be represented nationally by George P. Hollingbery Co. The station's highest one-time hourly network rate has been established at $800, with a $700 spot rate. KPTV's studios are located at 735 S.W. 20th Pl., Portland. Telephone: Capital 2-9921.

Abram Redmond, WHP-AM-FM-TV V. P.-General Manager, Dies

FUNERAL SERVICES were held last Saturday for Abram K. Redmond, 53, vice president-general manager of WHP-AM-FM-TV Harrisburg, Pa. Mr. Redmond died at his home Tuesday after a heart attack. He had not been ill before the Tuesday stroke.

MR. REDMOND

He is survived by his wife, Beatrice Potteiger Redmond, sales service director of the stations, and his brother, Dick, who is program director of the facilities.

Starting in radio in 1925 as a performer, Mr. Abram switched to management when he joined WHP in 1926. Under his direction WHP built a reputation for civic and patriotic service, recognized by a number of awards.

CELEBRATING the conversion of ch. 2 KTVI (TV) St. Louis from uhf to vhf in exactly 25 days (KTVI returned to the air April 15) are (l to r): J. J. Bernard, vice president and general manager; Paul E. Peltason, president, and Harry Tenenbaum, executive vice president.

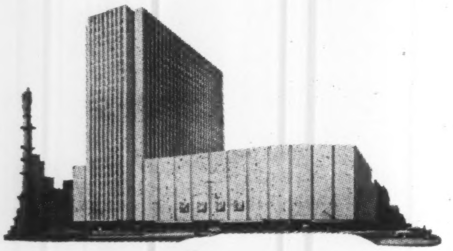
Knorr Quits Tigers Presidency

FREDERICK A. KNORR, owner-president of WKMH Detroit and other Michigan stations, has resigned as president of the Detroit Tigers baseball team on the ground his broadcast activities require more of his time. Mr. Knorr had been president of the club since last summer. John E. Fetzer, head of the Fetzer Stations, continues as chairman of the board. Walter O. Briggs, executive vice president-general manager, also has resigned in a series of internal changes. Messrs. Fetzer and Knorr, and Kenyon Brown, who operates KWFT Wichita Falls, Texas, and other stations, are active members of a syndicate that bought the baseball team last year for $5.5 million.

PING PONG CHAMPS

TO the list of "championship" sports events on television WGN-TV Chicago has been added still another series, set up with alternate week sponsorship. The station started a new program, *Championship Ping Pong*, pitting national and state men's champions against each other every Wednesday at 7 p.m. Telecasts are sponsored by Gottfried Motors of Chicago and Metal Weather Products Co., Melrose Park, with business placed by Kuttner & Kuttner, Chicago.

The winner of each Wednesday night match continues on the series to meet a challenger the following week, with competition for assorted prizes. Among other participation sports televised in recent years are "championship" bowling, golf and horseshoes.



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Jones Takes Over KELP, KILT (TV)

RICHARD E. JONES last week assumed control of KELP-KILT (TV) El Paso with FCC approval, and changed the tv outlet's call to KELP-TV.

Mr. Jones along with Joseph Harris and Norman Alexander purchased the two stations from Gordon B. McLendon for a reported $1 million, leaving Mr. McLendon control of the old call letters, KILT.

Ed Winton and Herb Golombeck remain as station managers for KELP tv and radio, respectively.

Ludden to Direct WCBS Programs

ALLEN LUDDEN, manager of program planning and development for NBC, has been named program director for WCBS New York, it was announced last week by Sam J. Slate, WCBS general manager. Mr. Ludden succeeds Mr. Slate as program director and will assume his new post next Monday (May 13). Prior to his NBC assignment, Mr. Ludden served in various capacities in radio production for a number of years and at one time was continuity director at WTIC Hartford, Conn.

Burris Heads KSAN Staff

MR. BURRIS

ROBERT C. BURRIS, sales executive with San Francisco stations, has been appointed general manager of KSAN there. He succeeds Lennox T. Cinnamond, who died in a highway accident [B•T, April 22]. The new general manager formerly was on the sales staffs of KJBS and KSFO, both San Francisco.

Paul Promoted at WERE

MR. PAUL

EDWARD PAUL last week was named national sales manager of WERE Cleveland, but he will continue as merchandising manager, a post he has held since 1951, according to Richard M. Klaus, station president. Before joining WERE in 1950, Mr. Paul was news and sports director for WMRN Marion, Ohio, and before that was with WCOL Columbus.

STATION SHORTS

KFWB Los Angeles appoints Carson-Roberts Inc., same city.

KAVE-TV Carlsbad, N. M., to be interconnected on CBS-TV by July 1.

WBUF (TV) Buffalo, N. Y., to increase power to 1 mg. effective on or about Aug. 1.

KUAM-AM-TV Agana, Guam, has established business office in Manila, P. I. Address: 324 Natividad Bldg., Escolta, Manila. Telephone: 3-89-68.

CHANGING of the guard at WKJG-AM-TV Fort Wayne, Ind., is shown as WKJG Inc. takes over from Northeastern Indiana Broadcasting Co. Principals are (l to r): Walter Beardsley, president of Miles Laboratories and board member of WKJG Inc.; Geoffrey Wade of Wade Advertising Agency, Chicago, also a board member; John F. Dille Jr., publisher of Elkhart *Truth* and president of WKJG Inc.; Edward G. Thoms, general manager of the am and tv properties, who continues in that capacity, and Clarence Schust, president of the now-dissolved Northeastern Indiana Broadcasting Co., which sold the facilities for $1.9 million.

REPRESENTATIVE APPOINTMENTS

KAMQ Amarillo, Tex., will be represented nationally by Venard, Rintoul & McConnell and in South by Clarke Brown & Assoc., effective May 1.

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Sloan Safety Awards Honor Stations, Others

TWELVE radio or tv stations and advertisers last week were presented Alfred P. Sloan Awards for highway safety in 1956 for "outstanding public service" in this area during the past year.

Winners of the awards and their categories:

KSEL Lubbock, Tex. (1 kw or less sustaining), for "its great sense of civic responsibility in mobilizing its staff and resources . . . for its daily *Safety Parade* program and for dramatizing traffic accidents as 'live' news"; WLW Cincinnati (over 1 kw sustaining) for its *State Trooper* program and for "its willingness to share traffic material . . . with other stations through the distribution of free discs"; Armed Forces Radio & Television Service (special awards) for "focusing attention on the serious problem of off-base traffic accidents in every part of the world where American military and civilian personnel are stationed"; WKAR East Lansing, Mich. (non-commercial educational) for *You Are the Jury* series produced in cooperation with the Michigan State U. highway traffic center.

WWJ-TV Detroit (television sustaining class) for its *Traffic Court* program, recreating actual cases with real court officials, plus spot announcement campaigns and other special programming; WTTW (TV) Chicago (non-commercial educational) for its *Man Behind the Wheel* series, teaching techniques and principles of good driving; Hodges Oil Co., Albuquerque, N. M. (under 1 kw radio station commercial), for emphasizing safety driving developments and suggestions on the newscasts and series sponsored on KHAM Albuquerque during the year.

Montgomery-Stubbs Motors, Silver Spring, Md. (over 1 kw radio station commercial), for making highway safety "the focal point of all its radio commercials in 1956"; Esso Standard Oil Co. (regional radio network commercial) for carrying its *Esso Reporter* safe driving messages throughout 1956 on more than 53 stations; Sinclair Refining Co. (national radio network commercial), for carrying more than 62,000 safe driving appeals on 93 radio stations during the year; Hardware Mutuals, Stevens Point, Wis. (television station commercial), for concentrating its 1956 promotion in the traffic field, carrying programs and spot announcements on WSAU-TV Wausau and Green Bay, Wis.; R. J. Reynolds Tobacco Co. (television network commercial) for spotting timely safety reminders on six network shows under its sponsorship during 1956.

Alfred P. Sloan Jr., president of the Sloan Foundation, paid tribute to the entire broadcasting industry for its increasing support of official and civic efforts to curb the nation's safety traffic toll. On behalf of the broadcasters, Harold E. Fellows, NARTB president, lauded Mr. Sloan's personal interest in highway safety and said the Sloan Awards constitute "a great incentive for renewed effort by stations and network throughout the nation" in the traffic safety field.

OSU Names Programs For Radio-Tv Awards

AWARD WINNERS in the 21st annual American Exhibition of Educational Radio and Television Programs are being announced today by Ohio State U., Columbus. Judges, representing educational institutions and organizations across the country, picked winning entries submitted in various classes by stations, networks and organizations. Their selections will be available for review during the Ohio State U. Institute for Education by Radio-Television Wednesday-Saturday at the Deshler Hilton Hotel in Columbus (separate story).

TELEVISION

Group I. Network

CLASS 1. Special Interest Groups: Women's, Agriculture, Religious, etc.
First award: *Home*, NBC-TV; honorable mention: *Grand Rounds*, Medical Radio & Television Institute; *This Is the Answer*, Radio & Television Commission of the Southern Baptist Convention; *CBC Religious Drama Theatre*, CBC-TV.

CLASS 2. Cultural: Drama, Art, Science, Literature, etc.
First award: *CBC Folio*, CBC-TV; honorable mention: *Art and Artists: Great Britain*, Educational Television & Radio Center and British Broadcasting Corporation; *Bell Telephone System Science Series*, on CBS-TV; *Hallmark Hall of Fame*, NBC-TV.

CLASS 3. Public Affairs: Issues, Problems, Documentaries, News Interpretation, etc.
First award: *Explorations*, CBC-TV; honorable mention: *The American Forum*, to American Forum and NBC-TV.

CLASS 4. Dealing With Basic Freedoms
First award: "Tragedy in a Temporary Town," on *Alcoa Hour—Goodyear Playhouse*; honorable mention: *Section Sixteen*, Westinghouse Broadcasting Co.

CLASS 5. Systematic Instruction: Telecourses, etc.
First award: *The American Economy*, San Francisco State College and Educational Television & Radio Center; honorable mention: *It's Baby Time*, Laufman Film Productions Inc.

CLASS 6. Children and Youth (Out-of-School Listening)
First award: *The Friendly Giant—II*, WHA-TV Madison, Wis., and ETRC; first award: *Mr. Wizard*, NBC-TV; honorable mention: *Discovery*, WGBH-TV Boston and ETRC.

CLASS 7. School Telecasts (Classrooms)
First award: *Now Let's Watch*, National Advisory Council on School Broadcasting and CBC-TV.

Group II. Stations or Organizations

CLASS 1. Special Interest Groups: Women's, Agriculture, Religion, etc.
First award: *Months Before Birth*, WQED (TV) Pittsburgh.

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THINK of MOSBY at Missoula, Mont.

CBS Radio-Television Public Affairs Dept. and WCBS-TV New York, were jointly awarded the Albert Lasker Medical Journalism Award for two documentary tv productions, *Out of Darkness,* and *The Wassaic Story.* The first dealt with mental health, the latter with mental retardation.

At the award presentation were (l-r): Albert Wasserman, producer-writer-director of *Out of Darkness;* Irving Gitlin, CBS Director of Public Affairs; Mrs. Mary Lasker; Sam Cook Digges, WCBS-TV general manager; Bill Leonard, producer-narrator of *The Wassaic Story,* and Arthur Zegart, who directed that film. The awards are given for outstanding reporting on mental research and public health.

CLASS 2. Cultural: Drama, Art, Science, Literature, etc.
First award: *Journey,* KNXT (TV) Los Angeles; honorable mention: *Long Before Shakespeare,* to New York U. and WCBS-TV New York; special award: *Peaches Yellow,* to Stanford U. and KPIX (TV) San Francisco.
CLASS 3. Public Affairs: Issues, Problems, Documentaries, News Interpretation, etc.
First award: *Senate Banking Committee Hearings,* WBKB (TV) Chicago; honorable mention: *Ten Seconds to Live,* KPIX (TV) San Francisco.
CLASS 4. Dealing With Basic Freedoms
First award: "The Nature of Anti-Semitism," on *The Open Mind.* WRCA-TV New York; honorable mention: *The Checker Game,* KYW-TV Cleveland; honorable mention: *Here and Now,* KPIX.
CLASS 5. Systematic Instruction: Telecourses, etc.
First award: *Streamlined Reading,* WKNO-TV Memphis; first award: *Ecco Italia,* Roosevelt U. and Station WTTW (TV) Chicago; first award: *French Through Television,* to Lowell Institute Cooperative Broadcasting Council and Language Research Inc.; honorable mention: *Personnel and Social Adjustment,* San Francisco State College and KQED (TV) San Francisco.
CLASS 6. Children and Youth (Out-of-School Listening)
First award: *Hop, Skip and Dance,* KQED; honorable mention: *Hickory, Dickory, Dock,* New York City Board of Education and WCBS-TV New York.
CLASS 7. School Telecasts (For Use in School Classrooms)
First award: *Missouri Constitution,* KETC (TV) St. Louis; honorable mention: *See and Do Time —Iowa Tv School Time,* Iowa Joint Committee on Educational Television and WOI-TV Ames.

RADIO

Group I. Programs Heard Nationally

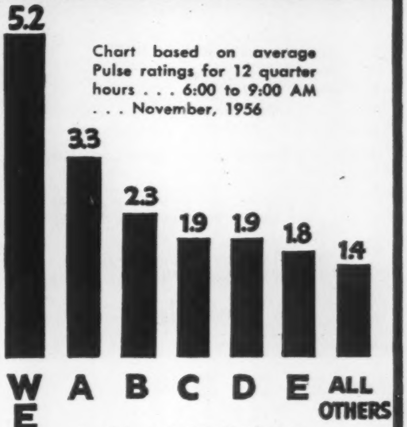
CLASS 1. Special Interest Groups: Women's, Agriculture, Religious, etc.
First award: *The Sacred Note,* U. of Chicago; First award: *The Eternal Light,* Jewish Theological Seminary of America and NBC; honorable mention: *The Ave Maria Hour,* Graymoor Friars.
CLASS 2. Cultural: Drama, Science, Literature, Music
First award: *CBC Wednesday Night,* CBC; honorable mention: *Conversation,* NBC; honorable mention: *Portrait from Memory,* CBC; honorable mention: *CBC Stage,* CBC.
CLASS 3. Dealing With Personal and Social Problems
First award: *The Hour of St. Francis,* Hour of St. Francis; honorable mention: *Threescore and Five,* NBC.
CLASS 4. Public Affairs: Forums, Round Tables, News Interpretation, etc.
No first award; honorable mention: *Assignment Peace,* United Nations Radio and ABC; honorable mention: *The American Forum,* American Forum and NBC.
CLASS 5. Dealing With Basic Freedoms
First award: "Footloose in the South," from series *Footloose, CBC;* honorable mention: *The Road to the Charter,* UN Radio and ABC.
CLASS 6. Special One-Time Broadcasts
First award: *I, the Diplomat,* UN Radio and ABC; honorable mention: *The Voices of Christmas,* U. of Chicago.
CLASS 7. Children and Youth (Out-of-School Listening)
First award: *Journey toward the Light,* CBC; honorable mention: *Cuckoo Clock House,* CBC; honorable mention: *No School Today,* ABC.

Group II. Regional

CLASS 1. Special Interest Groups: Women's, Agriculture, Religious, etc.
First award: *To Make Men Free,* U. of Michigan Broadcasting Service; honorable mention: *Frank Atwood Program,* WTIC Hartford.
CLASS 2. Cultural: Drama, Science, Literature, Music (Not Straight Music)
First award: *Assignment,* WBT Charlotte; honorable mention: *Bushnell Symphony Preview,* to Bushnell Memorial and WTIC; honorable mention: *America on Stage,* Wisconsin State Broadcasting Service.
CLASS 3. Personal and Social Problems
First award: *This Is My Story,* Federation of Jewish Philanthropies and WRCA New York; honorable mention: *As I See It—With Charles Shaw,* WCAU Philadelphia.
CLASS 4. Public Affairs: Forums, Round Tables, News Interpretation, etc.
First award: *Probe Report,* CJOR Vancouver; honorable mention: *Gift of Life,* KMOX St. Louis.
CLASS 5. Dealing With Basic Freedoms
First award: *Minority Report,* CBS-KNX Los Angeles; Honorable mention: *Our Civil Rights,* WMCA New York.
CLASS 6. Special One-Time Broadcasts
First award: *Murder on the Installment Plan,*

Robbie Robinson

"This reminds me—Six Points Hardware on KRIZ Phoenix is advertising new screens."



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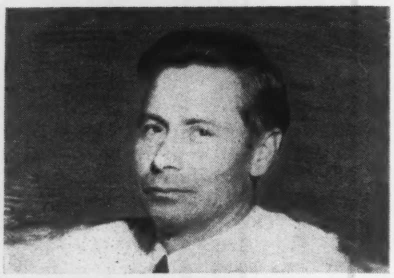

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WCAU; Honorable mention: *The Skid Row Story*, WRCA.

CLASS 7. Children and Youth (Out-of-School Listening)
First award: *The Children's Bookshelf*, KDKA Pittsburgh; Honorable mention: *Once Upon a Time*, Hamilton Public Library and CKOC Hamilton, Ont.

CLASS 8. Designed for In-School Use by Pupils in Primary Grades
First award. *Tales from the Four Winds*, WNYE New York; Honorable mention: *Story Time*, Ohio School of the Air and Station WOSU Columbus; Honorable mention: *Old Tales and New*, Minnesota School of the Air and KUOM Minneapolis.

CLASS 9. Designed for In-School Use by Pupils in Intermediate Grades
First award: *Let's Take a Look at Our Minnesota and Its People*, Minnesota School of the Air and KUOM; Honorable mention: *Station KFBK* (et al) *Goes to School—Science Series*, McClatchy Broadcasting Co. stations in California and Nevada.

CLASS 10. Designed for In-School Use by Pupils in Junior and Senior High School
First award: *Meet Master Cold Rice*, Manitoba Dept. of Education and CBC; Honorable mention: *Listening Is Fun*, British Columbia Dept. of Education and CBC.

Group III. Local

CLASS 1. For Special Interest Groups: Women's, Agriculture, Religious, etc.
First award: *In Spirit and In Truth*, Syracuse U.

CLASS 2. Cultural: Drama, Science, Literature, Music
No first award; Honorable mention: *Behind the Scenes in Music*, to the National Orchestral Assn. and WNYC New York.

CLASS 3. Personal and Social Problems
No first award; Honorable mention: *The Council Speaks*, Dixie Productions and WJAN Spartanburg, S. C.

CLASS 4. Public Affairs: Forums, Roundtables, News Interpretation, etc.
First award: *The Girl Scouts Presents*, Dixie Productions WJAN; Honorable mention: *Russia Today*, J. Henry Helser & Co.

CLASS 5. Basic Freedoms
First award: "I Am Thirty", in series *Ray Starr Presents*, Dixie Productions WJAN; Honorable mention: "The Clinton, Tenn., School Story," from series *Civil Rights Roundup, WLIB New* York.

CLASS 6. Special One-Time Broadcasts
First award: *Listen Los Angeles*, KLAC Los Angeles; Honorable mention: *Voices in Conflict*, U. of Alabama.

CLASS 7: Children and Youth (Out-of-School Listening)
First award: *Down Story Book Lane*, Dept. of Speech, U. of Michigan, WWJ Detroit; Honorable mention: *Little Orchestra Society Children's Concerts*, Little Orchestra Society and WNYC New York.

CLASS 8. Designed for In-School Use by Pupils in Primary Grades
No first award; Honorable mention: *Just Why Stories*, St. Louis Board of Education; Honorable mention: *Fun and Fancy—Listen Awhile*, to Stanislaus County Schools, KBEE Modesto, Calif.

CLASS 9. Designed for In-School Use by Pupils in Intermediate Grades
First award: *What's News*, School District of Philadelphia and WFIL Philadelphia; Honorable mention: *Music for You*, South Dakota School of the Air and KUSD Vermillion, S. D.

CLASS 10. Designed for In-School Use by Pupils in Junior and Senior High School
First award: *Out of the Past—Listen Awhile*, Stanislaus County Schools and KBEE; Honorable mention: *Tales from Medicine Lodge and Kiva*, Indiana School of the Sky, Indiana U.

Capra Tops Tv Winner List For Latest Christophers

FRANK CAPRA topped the list of television winners of Christopher Awards for the six months ended March 31. The list, being announced today (Monday), gives Mr. Capra honors for the production, direction and writing of both "Our Mr. Sun" and "Hemo the Magnificent," presented by the Bell Telephone System on CBS-TV in November and March. Shamus Culhane was cited for the animation work on the two productions.

Other tv winners: producer-director Bob Banner and writers Robert Wells and John Bradford for the Dec. 16 NBC-TV *Chevy Show* starring Dinah Shore; producer Bill Walsh, director Edward Sampson and writer Ray Darby for the "Christmas 'Round the World" series on *Mickey Mouse Club* on ABC-TV Dec. 18-24; and producer C. Maurice Holland, director Frank Telford, and writers Max Rosenfeld and George Salverson for *The Discoverers*, sponsored by Kraft Foods on NBC-TV Feb. 6.

Overseas Press Club Sets Radio-Tv Awards Tonight

MORE awards for best reporting will be garnered by the three networks tonight (Monday) as the Overseas Press Club, at its 18th annual awards dinner in New York's Waldorf-Astoria Hotel, presents the following radio-tv newsmen with laurels for their work during the calendar year 1956:

NBC's Moscow correspondent Irving R. Levine will receive the OPC award for "best tv or radio reporting from abroad," with his colleague from CBS, Daniel K. Schorr, also in Moscow, receiving an OPC citation for his reportage. Also cited for reporting will be NBC's Berlin correspondent Gary Stindt, CBS' Cairo correspondent Frank Kearns and CBS' roving cameraman Gerhard (Jerry) Schwartzkopff for the "best film photo journalism for tv or newsreels." Mr. Schwartzkopff covered the Budapest uprising for CBS and its Peabody Award-winning special report "World in Crisis." ABC commentator Cecil Brown will receive the OPC award for "best press, radio or tv interpretation of foreign affairs within the U. S." and for his "candid expression of responsible opinion" during the Suez crisis.

Young, Price Named to Receive AS&CA's 'Horatio Alger' Awards

ADAM J. YOUNG, president of Adam Young Inc., station representative, and Gwilym A. Price, president and board chairman of Westinghouse Electric Corp., will receive a Horatio Alger award in a ceremony to be held Thursday at New York's Waldorf-Astoria. Messrs. Price and Young are among 11 business and professional leaders honored this year in the awards (bronze plaques) made annually by the American Schools & Colleges Assn.

Mr. Price went to work at 16 after his father, a "roller" in a Canonsburg, Pa., tin mill, died. He studied at night, working his way through law school and after engaging in his own practice, went into banking. He became president of Pittsburgh's second largest bank, joined Westinghouse in 1943 as a vice president and within three years was named president.

Mr. Young, who was born in New York City, was the eldest in a family of eight children, left high school to become an NBC page boy to support his family during the depression and rose in the broadcast field to become head of the station representative firms which bear his name.

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Station Authorizations, Applications

(As Compiled by B • T)

April 25 through May 1

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

Am-Fm Summary through May 1

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,007	238	359	145
Fm	540	520	49	54	0

FCC Commercial Station Authorizations As of February 28, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,000	513	290
Cps on air	31	16	225
Cps not on air	133	23	123
Total authorized	3,164	552	638
Applications in hearing	119	0	70
New stations requests	303	10	56
New station bids in hearing	67	0	10
Facilities change requests	146	11	45
Total applications pending	900	112	353
Licenses deleted in February	0	2	0
Cps deleted in February	0	0	1

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* Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through May 1

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	385	88	473[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	351	324	675[1]
Noncomm. Educational	27	21	48[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,084	337	844	575	1,419[3]
Noncomm. Educ.	66		37	28	65[4]
Total	1,149	337	882	604	1,486[5]

[1] 176 cps (33 vhf, 143 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 718 already granted.

New Tv Stations . . .

ACTIONS

Corvallis, Ore.—State of Oregon, by State Board of Higher Education granted vhf ch. 7 (174-180 mc); ERP 28.8 kw vis., 2.5 kw aur.; ant. height above average terrain 1,210 ft., above ground 237 ft. Estimated construction cost $180,000, first year operating cost $100,000, no revenue. P. O. address Box 5175, Eugene, Ore. Studio location State College campus. Trans. location 5 mi. N. of Corvallis. Geographic coordinates 44° 38′ 19″ N. Lat., 123° 16′ 25″ W. Long. Trans. and ant. RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Grant S. Feikert, Corvallis. Proposed grant is for non-commercial, educational purposes. Announced May 1.

Victoria, Tex.—Alkek Television Co. granted uhf ch. 19 (500-506 mc); ERP 20 kw vis., 10.7 kw aur.; ant. height above average terrain 321.6 ft., above ground 350 ft. Estimated construction cost $190,500, first year operating cost $70,000, revenue $75,000. P. O. address Victoria Bank & Trust Bldg., Victoria. Studio and trans. location Victoria. Geopraphic coordinates 28° 47′ 00″ N. Lat., 96° 58′ 16″ W. Long. Trans. and ant. RCA. Legal counsel R. K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner **Albert B. Alkek** is majority owner of **KNAL Victoria** and former 50% owner of **KNAL-TV Victoria**. Announced May 1.

APPLICATION

Kansas City, Mo.—Malco Theatres Inc., uhf ch. 65 (776-782 mc); ERP 722 kw vis., 433 kw aur.; ant. height above average terrain 278 ft., above ground 281 ft. Estimated construction cost $295,982, first year operating cost $250,000, revenue $260,000. P. O. address Box 2853, Memphis, Tenn. Studio location Kansas City. Trans. location Jackson County. Geographic coordinates 39° 06′ 05″ N. Lat., 94° 34′ 53″ W. Long. Trans.-ant. RCA. Consulting engineer Edward W. Deeters, Washington, D. C. **M. A. Lightman**, former owner **WEHT (TV) Henderson, Ky.**, and **WEOA (TV) Evansville, Ind.**, will be 75.8% owner. Announced May 1.

New Am Stations . . .

ACTIONS

Phoenix, Ariz.—Grand Canyon Broadcasters

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS
RADIO • TELEVISION • NEWSPAPER

EASTERN	MIDWEST	SOUTH	SOUTHWEST	WEST
NEW ENGLAND NETWORK	MAJOR MARKET	DAYTIME INDEPENDENT	TEXAS NETWORK	CALIFORNIA NETWORK
$110,000	$350,000	$175,000	$30,000	$125,000
Well-rounded economy and high retail sales in this important market. 29% down.	Valuable station in 500,000 market. Valuable real estate & earnings. $100,000 down.	An important southeastern market. Blues, Rock-N-Roll format. Terms available.	Single station. Small but highly prosperous oil center. Financing available.	A substantial market with a growing agricultural and industrial economy. $50,000 cash down.
WASHINGTON, D. C. Wm. T. Stubblefield 1737 DeSales St., N. W. EX 3-3456	CHICAGO, ILL. Ray V. Hamilton Tribune Tower DE 7-2755	ATLANTA, GA. Jack L. Barton 1515 Healey Bldg. JA 3-3431	DALLAS, TEX. Dewitt (Judge) Landis Fidelity Union Life Bldg. RI 8-1175	SAN FRANCISCO W. R. (Ike) Twining 111 Sutter St. EX 2-5671

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Inc., granted 1580 kc, 1 kw D. P. O. address P. O. Box 1974, Phoenix. Estimated construction cost $17,410, first year operating cost $56,000, revenue $66,000. Principals include Pres. **William P. Ledbetter** (13%), former employe, **KRIZ Phoenix;** Vice Pres. **Charles E. McHatton** (less than 1%); Secy.-Treas. **Don E. Jackson** (less than 1%), and others. Announced April 25.

Walsenburg, Colo.—Floyd Jeter granted 1380 kc, 1 kw D. P. O. address 1502 W. Oklahoma, Enid, Okla. Estimated construction cost $7,390, first year operating cost $15,864, revenue $24,000. Mr. Jeter is engineer-announcer, **KCRC Enid, Okla.** Announced April 25.

Panama City Beach, Fla.—Mel Wheeler granted 1290 kc, 500 w D. P. O. address Box 431, Pensacola, Fla. Estimated construction cost $14,205, first year operating cost $45,000, revenue $55,000. Mr. Wheeler is pres.-gen. mgr.-25% owner, **WEAR-AM-TV Pensacola, Fla.,** and gen. mgr., **WJDM (TV) Panama City.** Announced May 1.

Winter Garden, Fla.—E. V. Price granted 1600 kc, 1 kw D. P. O. address P. O. Box 83, Kissimmee, Fla. Estimated construction cost $18,779, first year operating cost $23,845, revenue $28,500. Mr. Price is former employe of **WRWB Kissimmee.** Announced April 25.

Macon, Ga.—William H. Loudermilk granted 900 kc, 250 w D. P. O. address Macon. Estimated construction cost $13,638, first year operating cost $36,310, revenue $60,000. Mr. Loudermilk is chief engineer, **WEAS Decatur, Ga.** and owns radio-tv repair service. Announced May 1.

Manchester, Ga.—Radio Manchester Inc. granted 1370 kc, 1 kw D. P. O. address P. O. Box 526, Winder, Ga. Estimated construction cost $17,427, first year operating cost $36,000, revenue $48,000. Principals are equal owners Pres. **C. H. Grider,** 33.3% owner-general manager **WIMO Winder,** 33.3% owner **WGSW Greenwood, S. C.;** Vice Pres. **George B. Cook Jr.,** WGSW manager; Secy.-Treas. **George T. Burton Jr.,** salesman **WTRP La Grange, Ga.,** and **W. C. Woodall Jr.,** 50% owner **WDWD Dawson, Ga.,** 33.3% of **WGRA Cairo, Ga.,** 33.3% WIMO and 50% of WGSW. Announced May 1.

Mission, Kan.—Mission Bcstrs. Inc. granted 1480 kc, 500 w DA-D. P. O. address ℅ **Tom E. Beal,** 5420 Johnson Drive, Mission. Estimated construction cost $24,006, first year operating cost $44,000, revenue $52,000. Principals include **Carl F. Maupin** (pres.-16.4%), Kansas travel agent; Mr. Beal (sec.-29.8%), commercial mgr., **KLWN Lawrence, Kan.; John L. Humphreys** (29.8%), engineer, **KOAM Pittsburg, Kan.** Announced April 25.

Presque Isle, Me.—Northeastern Bcstg. Co. granted 950 kc, 1 kw D, remote control trans. P. O. address Smith Bldg., Main St., Presque Isle. Estimated construction cost $25,017, first year operating cost $45,400, revenue $52,000. Northeastern Bcstg. is wholly owned subsidiary of **Community Bcstg. Service (WABI Bangor, Me.).** Announced April 25.

Cleveland, Miss.—Lawrence A. Feduccia granted 1410 kc, 1 kw DA-D. P. O. address 134 North St., Cleveland. Estimated construction cost $9,940, first year operating cost $21,000, revenue $30,000. Mr. Feduccia is owner of cafe and record shop and former announcer for **WCLD Cleveland.** Announced April 25.

Plymouth, N. C.—Harry A. Epperson Sr. granted 1470 kc, 1 kw D, remote control trans. P. O. address Ararat, Va. Estimated construction cost $21,063, first year operating cost $33,550, revenue $38,500. Mr. Epperson owns **WBRG Lynchburg, Va.** Announced May 1.

Grants Pass, Ore.—James O. Wilson Jr. and **Jim T. Jackson d/b as Grants Pass Bcstg. Co.** granted 1270 kc, 1 kw D. P. O. address 2332 Orchard St., Klamath Falls, Ore. Estimated construction cost $10,100, first year operating cost $25,000, revenue $36,000. Mr. Wilson is salesman-announcer, **KLAD Klamath Falls, Ore.** Mr. Jackson is KLAD salesman. Mr. Wilson and Mr. Jackson also have am applications pending for Redding, Calif., and Eureka, Calif. **C. E. Wilson,** brother of Mr. Wilson, and **P. D. Jackson,** brother of Mr. Jackson, own KLAD, **KBOY Medford, Ore.; KPUY Puyallup, Wash.,** and are applicants for am in Weed, Calif. Announced May 1.

Marion, S. C.—Pee Dee Bcstg. Co. granted 1430 kc, 1 kw D, remote control trans. P. O. address ℅ **Al G. Stanley,** 514 Goodwin Ave., Lumberton, N. C. Estimated construction cost $16,473, first year operating cost $36,000, revenue $50,000. Principal stockholder is Mr. Stanley (vice pres.-70%), mgr., **WTSB Lumberton.** Announced April 25.

Alcoa, Tenn.—Louis Chiles, Fred Atchley, Dr. Ronald Ingle and **Herman Petre,** d/b as **Blount County Bcstg. Co.** granted 1470 kc, 1 kw D, remote control trans. P. O. address ℅ Mr. Chiles, 5710 Jacksboro Pike, Knoxville 18, Tenn. Estimated construction cost $14,944, first year operating cost $34.300, revenue $50.000. Mr. Chiles is salesman, **WROL Knoxville, Tenn.;** Mr. Atchley is 10.56% owner of **WSEV Sevierville, Tenn.;** Dr. Ingle is dentist, motor court owner, other interests; Mr. Petre is weatherstrip-insulation firm salesman. Announced April 25.

APPLICATIONS

Riviera Beach, Fla.—Public Service Bcstg., 1380 kc, 500 w D. P. O. address Box 1486, Fort Myers, Fla. Estimated construction cost $7,000, first year operating cost $29.000. revenue $37,000. **Robert Hecksher,** owner **WMYR Fort Myers,** will be sole owner. Announced April 26.

Kingston, N. Y.—Austin E. Harkins tr/as Big River Bcstrs., 1300 kc, 1 kw D. P. O. address ℅ Mr. Harkins, Rte. 5, Lebanon, Pa. Estimated construction cost $24,020, first year operating cost $60,000, revenue $75,000. Mr. Harkins, 25% owner application for am in West Chester, Pa., will be sole owner. Announced April 29.

Farmville, N. C.—Atlantic Bcstg. Corp., 1280 kc, 1 kw D. P. O. address ℅ **Bert M. Montague,** Box 1841, Raleigh, N. C. Estimated construction cost $20.496, first year operating cost $26,500, revenue $31,500. Mr. Montague, assistant to Chief Justice of Supreme Court of North Carolina, **J. A. Raines,** stockholder **WCDJ Edenton, N. C.,** and **Ray A. Childers,** president WCDJ, are equal partners. Announced May 1.

Black River Falls, Wis.—Clarkwood Bcstg. Corp., 1260 kc, 1 kw D. P. O. address 1710 N. Central Ave., Marshfield, Wis. Estimated construction cost $16.500, first year operating cost $35,000, revenue $38,000. Applicant is licensee of **WDLB-AM-FM Marshfield.** Owners are **Judith S. Scofield** (50%) and **Hartley L.** and **Margery S. Samuels** (25% each). Announced April 29.

Existing Am Stations . . .

APPLICATIONS

WITA San Juan, P. R.—Seeks cp to change frequency to 1030 kc, power to 1 kw and change ant. system.

WEBY Milton, Fla.—Seeks cp to increase power to 5 kw and install new trans.

KDMA Montevideo, Minn.—Seeks cp to change frequency to 1460 kc, power to 1 kw and install DA-1.

WEZB Homewood, Ala.—Seeks cp to change ant.-trans. location and station location to Birmingham.

Ownership Changes . . .

ACTIONS

KBIF Fresno, Calif.—Granted assignment of license from **John Poole Bcstg. Co.** to **KBIF Inc.** for $40,800. **David T. Harris** (25.5%), station manager **KWG Stockton, Calif., Ethan Bernstein** (25.5%), salesman **KMJ Fresno,** and John Poole Bcstg. Co. (49%), licensee **KBIG Avalon,** owns cp for **KBID-TV Fresno** and **KBIC Los Angeles,** all Calif., are owners. Announced May 1.

WGFS Covington, Ga.—Granted assignment of license from **Georgia Bcstg. Co.** to **R. William** and **Betty Jean Hoffman** for $30,000. Mr. and Mrs. Hoffman are (50%) owners of **WKBL Covington, Tenn.** Announced May 1.

WPEO Peoria, Ill.—Granted assignment of license from **WREO Inc.** to **Dandy Bcstg. Corp.** for $170,000. Equal partners are **Merritt Owens,** advertising interests, **Robert E. Sharon,** salesman **WHB Kansas City, Mo., Kenneth R. Greenwood,** salesman WHB, and **Lee Vaughn,** attorney. Announced May 1.

WBOW Terre Haute, Ind.—Granted assignment of license from **Banks of Wabash Inc.** to **Radio WBOW Inc.** for $108,000. **Jerome W. O'Connor,** owner **WPFA Pensacola, Fla.,** will be 70% owner. **Thomas L. Davis,** 50% owner **KLEE Ottumwa, Iowa,** and **Ray Freedman,** advertising interests, will each be 13.4% owners. Announced May 1.

KCRG-AM-TV Cedar Rapids, Iowa—Granted transfer of control of **Gazette Company** (parent corporation of licensee corporation) from five voting trustees to all 11 stockholders. Corporate change. No change of control. Announced May 1.

KOWB Laramie, Wyo.—Granted transfer of control of licensee corporation from **Snowy Range Bcstg. Co.** to **KOWBoy Bcstg. Co.** for $75,000. **Richard P. McKee** (51%), former employe of **WINS New York** and NBC, and **Virginia A. McKee** (48%), former tv writer, are KOWBoy principals. Announced May 1.

APPLICATIONS

KHEP Phoenix, Ariz.—Seeks assignment of license from **Bam Ray Bcstg. Co.** to **Grand Canyon Bcstrs. Inc.** for $252.000. Grand Canyon, permittee for 1580 kc Phoenix, will be sole owner. Announced April 24.

KVFC Cortez, Colo.—Seeks assignment of license from **Jack W. Hawkins** and **Barney H. Hubbs** to Mr. Hawkins, Mr. Hubbs and **James W. Hawkine** for $3,304 for 8% of Jack Hawkins' holdings. James Hawkins is son of Jack Hawkins. Announced April 24.

WDBF Delray Beach, Fla.—Seeks assignment of license from **Delray Bcstg. Corp.** to **Boca Raton Bible Conference Grounds Inc.,** for $56,000. Will be operated as non-profit religious station. Announced April 24.

WDCL Tarpon Springs, Fla.—Seeks transfer of control of licensee corporation from **Freede-Miller Bcstg. Co.** for $22,500. **John T. Gibson,** 50% owner **WDDT Greenville, Miss., W. Hodding Carter,** 50% owner WDDT, **McClain Bowman,** planter, and **Floyd Huddleston,** composer, will be 50% owners of station. Announced May 1.

WSNT Sandersville, Ga.—Seeks transfer of control of licensee corporation from **Washington Bcstg. Co.** to **Herschel L. Webster** and **John C. Foster** for $27,000. Mr. Webster (51%) farm equipment dealer, and Mr. Foster (49%), announcer **WCON Cornelia, Ga.,** will be owners. Announced April 29.

KCLN Clinton, Iowa—Seeks assignment of license from **Mississippi Valley Bcstg. Co.** to **Valley Tv & Radio Inc.** for $35,000. **Wharton H. Murray** (33⅓%), partner KCLN, **John R. Livingston** (30%), 80% **WPEO Peoria, Ill., John E. Pearson** (30%), **Errett G. Zendt** (6⅔%), officer WPEO, will be owners. Announced April 24.

WJQS Jackson, Miss.—Seeks assignment of license from **Milner Enterprises Inc.** to **Dumas Milner Bcstg. Co.** for $75,000. Both companies owned by **Dumas Milner.** Announced May 1.

KTRC Santa Fe, N. M.—Seeks assignment of license from **J. Gibbs Spring** and **Bayne Spring** to **Garfield C. Packard** for $25,000. Mr. Packard, former 33⅓% owner **KICA-AM-TV Clovis, N. M.,** will be sole owner. Announced April 24.

WNCC Barnesboro, Pa.—Seeks negative control of licensee corporation by **Richard Todhunter Jr.** for $10,000. Mr. Todhunter will own 50% through purchase of stock from **Ralph Greenwood,** present 25% owner. Announced April 26.

WBUT Butler, Pa.—Seeks assignment of license from **J. Patrick Beacom** to Mr. Beacom and **Harold W. Critchlow** for $5,800. Mr. Beacom (80%), 70% **WVVW Grafton** and (98%) **WJPB-TV Fairmont,** both **W. Va.** and Mr. Critchlow (20%), gen. mgr. WBUT. Announced April 29.

WPAW Pawtucket, R. I.—Seeks control of licensee corporation by **Dominick A. Hyszok** (100%) through purchase of stock (50%) from **Neal D. Murphy** for $19,900. Mr. Hyszok, formerly owned 50% **WNAF Providence, R. I.** Announced April 29.

KSTB Breckenridge, Tex.—Seeks assignment of license from **Radio Breckenridge** to **Hugh M. McBeath** for $50,000. Mr. McBeath, chief engineer **KXOL Fort Worth, Tex.,** will be sole owner. Announced April 24.

KGOS Torrington, Wyo.—Seeks assignment of license from **DeVeny-Kath Bcstg. Co.** to **Kermit G. Kath** for $13,000. Mr. Kath, former partner,

Continues on page 111

Southeast
$50,000.00

Atlantic Seaboard independent with unusual growth possibilities. Exceptional facility. All cash required.

Southwest
$160,000.00

Good facility in progressive market in need of owner-operator. Good real estate and high fixed assets. Can be financed with 29% down for the right buyer.

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CLASSIFIED ADVERTISEMENTS

RADIO

Help Wanted

Management

Sales manager with executive potential for major market network station. Excellent income for right man, with department override, commissions, and quarterly bonus. If interested in this lucrative position, send full information and picture to Box 512G, B•T.

Sales manager for California major market network station. Must be aggressive, experienced in competitive selling and be able to train sales staff. Medium sized market provides excellent opportunity for producer. Box 532G, B•T.

Go getting sales manager for California medium market network station. Ability to hire and train producing salesmen essential. Box 560G, B•T.

Sales manager. Excellent situation for right man. Salary, commission and override. Box 574G, B•T.

Sales manager who loves to sell. Five figure income. Strong independent, major market, northern Illinois. Box 575G, B•T.

Growing eastern chain needs assistant managers immediately. Prefer someone who is presently a chief announcer, program director or salesman with announcing background. All applicants must be married, must have car, must be willing to locate permanently in a growing organization. Excellent salary and bonus arrangement. Promotion to manager assured eventually. Send tape, resume and photo to Box 590G, B•T.

Single station kilowatter seeks manager strong on small market sales. Delightful rural New England areas. $100 salary plus incentive plan should assure $10,000 earnings. R. F. Nims, Executive Vice President, WCAT, Athol, Mass.

Sales

Opporunity of a lifetime! Aggressive, high calibre men with extensive regional or national radio or tv station contacts. Men who travel and sell programs, films, promotions, or services. For district managerships. Starting draw $12,000. Overrides plus commissions will earn right men considerably more. Advertising Consultants, Inc. Box 484G, B•T.

Account executive wanted by top-Florida network station. This is an ideal opportunity for two hard-hitting sales executives who want to make money in a major market. Send full information, picture to Box 487G, B•T.

Salesman wanted for hottest music-news on east Atlantic. Needs experienced salesman who has proven he can sell music-news. Fast growing chain. Chance to advance to management. Guaranteed salary or 15% which ever is the greater. Metropolitan city. Box 573G, B•T.

Salesmen—young, personable, free to travel, sell special television promotion package. Expenses during training. Commission when qualified. Give previous selling experience and as many particulars as possible. Box 594G, B•T.

Vacation with pay—live in the land of the sun and make money doing it. If your imagination creates ideas that sell, we need announcer-salesman. WABR is bright, young, fast-growing music and news operation surrounded by perfect climate, recreation and rich accounts. Send tape, resume, photo. Ray Gunckel, WABR Radio, Box 7547, Orlando, Fla.

Salesman wanted for WALY, music and news in Herkimer-Ilion, New York. $90 week salary or 15% which ever is greater. Must have proven record of sales. Contact Mr. Adelman at Palmer House Hotel, Herkimer, New York, or Mr. Whitmire at WLLY, Broad Grace Arcade, Richmond, Virginia.

Experienced salesman for metropolitan market. 5000 watt station. Excellent opportunity with good chance for advancement. Car required. Howard Hayes, WOKO, Albany, New York.

Salesman: WOOD, Western Michigan's leading station needs young, aggressive salesman for expanding staff. Excellent opportunity for an above average income. Send full resume to Michael O. Lareau, WOOD, Grand Rapids, Michigan.

RADIO

Help Wanted—(Cont'd)

Announcers

$700 a month for DJ with glib, fast-paced delivery. Rhyming intros to records. Limited rock 'n roll, mostly good pops and albums. Wanted by station in Midwest. Box 781E. B•T.

Wanted immediately—combination engineer-announcer for central Virginia station. Must have first class ticket. Good salary. Send your tape and data. Box 406G, B•T.

Combo man with first phone . . . emphasis on announcing. Addition to staff, 40 hour week. Salary commensurate with ability. Send tape which will be returned. Box 599G, B•T.

Established, expanding daytimer, prosperous east coast agricultural area, two hours from four metropolitan centers, needs experienced DJ, preferably first phone, immediately. Salary open. Box 471G, B•T.

Excellent opportunity for experienced disc jockey . . . strong on commercials, at one of the South's leading independents. Favorable working conditions plus retirement plan. Top salary. Send tape and resume, to Box 488G, B•T.

- DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- SITUATIONS WANTED 20¢ per word *$2.00 minimum*
- HELP WANTED 25¢ per word *$2.00 minimum*
- All other classifications 30¢ per word *$4.00 minimum*
- DISPLAY ads $15.00 per inch

Payable in advance. Checks and money orders only

No charge for blind box number

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

First phone combo strong on announcing for Michigan, salary excellent, no drifters, send tape and resume. Box 500G, B•T.

DJ-personality for top-flight major market (first 10) network operation in midwest. Must be experienced, no beginner. Unlimited opportunity, income open to discussion. Send full details, photo and audition tape to Box 511G, B•T.

Well established Minnesota station needs salesman-announcer. Experienced in time selling not necessary but must be energetic, hard-working. Good salary plus commission. Box 552G, B•T.

Excellent position opening in midwest 50 kw for top-notch DJ. Top pay and security for right man. Send complete resume. Box 554G, B•T.

Southern California network station needs staff announcer-AFTRA scale. Send complete details, tape, and recent photograph for our files. Box 557G, B•T.

Good hillbilly announcers wanted. Must be good personality air salesman. Top pay. Send tape, letter, to Box 564G, B•T. Georgia station.

RADIO

Help Wanted—(Cont'd)

Announcers

Illinois kilowatt offers opening for sports, news, staff position . . . will accept radio school graduate whose either interested or qualified for sports and news . . . send resume, salary expected and tape. Box 570G, B•T.

Thousand watt independent midwest station needs combo man, emphasis on announcing. Salary commensurate with ability. Send audition tape. Box 571G, B•T.

Announcer and DJ wanted. Please send tape audition of both DJ and news if interested midwest radio and television station. Basic salary to start, $115.00 weekly, five days, 40 hours. Box 595G, B•T.

Play-by-play announcer to cover sports beat and announce and write daily tv and radio sportscast. Must have good voice. Midwest station. Box 597G, B•T.

First phone combo. Permanent. No technical. Better pay. KARE Atchison, Kansas.

Need top announcer . . . music, news, sports daytimer. Downtown studios . . . new modern equipment . . . top salary . . . position now open. Forward full details immediately for fast action to Lester L. Gould, Manager, KFMA, Box 457, 145 Perry Street, Davenport, Iowa.

If you have a first class license, a good voice, like to work, enjoy eating and dressing well, want to live in one of the nation's outstanding recreational areas, and are looking for a real opportunity with a growing company, rush letter, tape and photo to Dick Vick, KGEZ-AM-TV, Kalispell, Montana.

Top pay for top announcer with first class ticket for top Pulse rated station. Send tape and letter to Bob Rohrs, General Manager, KJAY, Topeka, Kansas.

Experienced announcer and newsman. McLendon stations, all in Texas. Send tapes, Bill Morgan, General Manager, KLIF, Dallas, Texas.

Combination announcer-salesman. Exceptional opportunity. Contract Bob Erickson, General Manager, KOKX, Keokuk, Iowa.

Southern style: Need announcer-engineer to enjoy living in year-round recreation land in heart of beautiful central Florida. Fishing, golf, swimming on your time—good pay on ours. First class ticket required. Maintenance experience unnecessary. If you'd enjoy congenial co-workers at sharp, fast-growing news and music station, send tape, resume, photo. Ray Gunckel, WABR Radio, Box 7547 Orlando, Florida.

Tampa's leading radio station needs a top personality DJ. Up-tempo, enthusiastic, sincere! Must be production-conscious—not afraid of work with a future, with Tampa's most influential radio station—Radio Tampa—WALT. Send audition, background and photo to WALT, Tampa, Florida.

Announcer-salesman. Good opportunity in big market. WAYE Baltimore 1, Maryland.

North Carolina station wants experienced announcer. Good pay and ideal working conditions. WBBO Forest City, North Carolina.

South Florida's top Negro station—WFEC Miami . . . has opening for experienced DJ. Send tape and resume.

First phone announcer, if qualified will become Program Director. Contact Vernon Nunn, WIZZ Streator, Illinois. Phone 2-2947.

3 station, individual groups has openings: 1. Night man; 2. local newsman-announcer; 3. morning man. Jim Miller, WMOO Milford, Mass.

Experienced staff announcer-DJ—good selling voice—strong on commercials and news. 40 hour week—car required. Send tape, experience record and photo to to Howard B. Hayes, Manager, WOKO, Albany, New York.

One good radio announcer for better music station, WPBC Minneapolis. Contact Bill Stewart.

DOLLAR FOR DOLLAR you can't beat a classified ad in getting top-flight personnel

RADIO

Help Wanted—(Cont'd)

Announcers

Wisconsin kilowatt seeks good announcer with first class license. Also interested in fulltime editor to gather, edit and air news. Send complete details and audition. Robert Bodden, Manager, WSWW, Platteville, Wisconsin.

WTAC, Flint's (Michigan's second market) number one rated station, wants a fast paced DJ immediately—do news and hard sell commercials. Send full resume and tape. (Tape returned promptly.) Attention: Dick Kline, WTAC, The Big Station Inc., P. O. Box 939, Flint, Michigan.

Technical

Chief engineer for Pennsylvania station. Prefer man with car who desires to locate permanently in growing chain. Opportunity to supervise new construction in near future. Good salary. regular raises, paid vacations, travel expenses. Apply in writing, enclose references and photo to Box 588G, B•T.

1st phone engineer-announcer, and/or salesman for major market, excellent opportunity for go getter. WAYE Baltimore 1, Maryland.

Wanted immediately—combination engineer-announcer must have a first class ticket. Good salary. Send your tape and data to L. Lansing, WBRV Radio. Boonville, New York.

Immediate opening for first phone technician. Must have car. Permanent position. Contact at once, Frank Laughlin, WGEM - AM - FM - TV, Quincy, Illinois.

Engineer, first class license. Experienced transmitter and control room. WIBX, Utica, N. Y.

Excellent opportunity for engineer-announcer. 1 kw daytimer. Good pay and working conditions, 40 hours. Contact WTUX Wilmington, Delaware.

Engineers, first phone for radio-tv chain undergoing expansion. Opportunity for advancement for the right man, with or without previous experience. Apply Tim Crow, Rollins Broadcasting, 414 French Street, Wilmington, Delaware.

Engineers. Expanding operations. Hawkins Broadcasting Services, 920 King, Wilmington, Delaware.

Chief engineer for new eastern 1 kw. Apply Nick Andrews, 50 West Main Street, Mt. Kisko, New York. MT 6-4122.

Programming-Production, Others

News. Excellent opportunity for experienced newscaster, reporter and editor. Leading midwestern metropolitan station. Detail full particulars, including salary expected, when available. Attach small photo, which cannot be returned. Confidential. Box 464G, B•T.

Wanted: Executive type secretary. Must be adaptable, resourceful and, above all, alert. Handle correspondence for home office of burgeoning broadcasting chain. Should have thorough, or at least basic, knowledge of radio and allied fields. No ulcer factory. Happy, congenial, "country club" type surroundings in major midwestern city. Company benefits make it almost as profitable to be ill or decease. Very top pay to the right girl. Run, do not walk to the nearest typewriter and send all details to Box 481G, B•T.

Newsman for aggressive Pennsylvania independent. Our man has moved up to 50 kw. Experienced writing and airing local news. Must be a self-starter. $75 to start; $85 after man proves himself. Box 522G, B•T.

Program director-office manager. White man, 23-33, experienced copy-traffic production. Negro programmed stations—choice of 2 southern cities. Excellent opportunity for advancement. Send resume, photo. Box 538G, B•T.

Top-flight newsman to gather, write, edit, and air news and operate mobile unit. Will be addition to red-hot major market east coast indie news outlet. Send tape, resume, and salary expected to Box 548G, B•T.

Program director—excellent opportunity for qualified person in fast growing midwestern university town. Reply fully, stating background, expected salary, etc. Box 556G, B•T.

Newsman—gather, write, edit and broadcast local news. Also handle public service and special events. Must be permanent and able to fit in. Box 596G, B•T.

Aggressive experienced, morning newsman for Ohio 5000 watt independent, writing and editing ability necessary. WHHH, Warren, Ohio.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Newscaster—immediate opening to take over radio news department. Must have solid background plus voice and ability. Send tape, audition and biographical background to Bill Frosch, WISH, Indianapolis, Indiana.

Radio continuity writer. Capable woman with some experience writing radio copy. Address Program Director, WOC-Radio, Davenport, Iowa. Include copy samples, snapshot and experience resume.

Radio news teacher, related courses, one year beginning September; can take graduate work; B.A. essential. School of Journalism, State University of Iowa, Iowa City.

Situations Wanted

Management

Young, experienced manager, who can sell. Available August 1st. Seeking radio or tv position with financial insentive. Prefer New York or Pennsylvania. Box 528G, B•T.

Assistant manager, 9 years, 34, family, seeking manager post. Midwest. Box 578G, B•T.

Station manager of one of the nation's top music-news-sports independents in major metro market looking for new challenge. Six years experience in administration, sales and program management, backed by ten more in every phases production and talent. Interested in an opportunity commensurate with experience and proven ability to produce. Excellent professional, community and personal references. Principals only, please. Box 581G, B•T.

Station manager: You can't beat experience. This live wire of energy at 48 has a wealth of knowledge and showmanship. Manages, sells, gets business. Prefer southern markets. Radio Manager, 12 Cromwell Avenue, Greenville, South Carolina.

Sales

Self-starting salesman with manager capabilities and 11 years sales experience desires connection with solid but progressive midwest station. Box 453G, B•T.

Announcers

Experienced, employed, midwestern announcer desires job in south. Air work or production, four years radio, third class ticket, young, college, married. Wants good pay! Box 434G, B•T.

Attention northeast: Announcer who sells spots like he's client. 5 years experience. Employed. Salary talent only. Box 498G, B•T.

Announcer-newsman—1st ticket. 2 years experience. Desires Florida location. Married, stable. Best references. Box 521G, B•T.

Personality-DJ—strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 523G, B•T.

Girl-personality, DJ, run own board, eager to please. Free to travel. Gimmicks and sales. Box 524G, B•T.

Available June 15—after graduation from Michigan State University. Practical announcing experience gained last summer in commercial radio. Box 527G, B•T.

Outstanding DJ looking for permanent location. Experience. Can build and hold audience with my format. If you want a good man, contact me. Box 536G, B•T.

Am-tv-MC-DJ with S.A. (active-minded, thoroughly-voiced, music conscious, diversified-jester with sell-ability). Top-rated, "discomedian." 14 years radio . . . 2 years tv . . . desire either or both. 1½ years network. Record specialist . . . expect ad-lib humor with stopability. 36 . . . married . . . tv-employed . . . major-market. Seek permanency . . . showmanship station. Excellent references. Brochure . . . tapes. Box 541G, B•T.

College junior, 21, wants summer work in radio drama, versatile. Box 543G, B•T.

Triple threat—announcer, writer, salesman. DJ for housewife, strong commercial! Write and produce gimmicks, jingle and loaded with promotion-commercial ideas. 15 solid years announcing, writing, selling. Sales department's best friend. Unhappy present position. 35, and aggressive. Money talks and I'm listening. Box 544G, B•T.

AVAILABLE!

To Qualified Buyers

Who Hurry

Station 1. Mid-South. 5 kw in a metropolitan market. Major network affiliate. Grossing in excess of $290,000. Asking $325,000 with 30% down.

Station 2. West Coast independent. 1 kw in a growing city surrounded by rich trading area. Grossing close to $200,000 with high cash throw-off. Asking $200,000 with $60,000 down.

Station 3. Southern. ABC regional operation in solid industrial city of 60,000. Now grossing near $125,000. Asking $105,000 without real estate. $35,000 down.

Station 4. Far west independent. 250 watt full time monopoly station in attractive small city. Grossing over $150,000. Asking $155,000 without real estate. 29% down.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON
1625 Eye Street, N.W. National 8-1990

NEW YORK
60 East 42nd Street Murray Hill 7-4242

CHICAGO
35 East Wacker Drive Randolph 6-6760

RADIO

Situations Wanted—(Cont'd)

Announcers

Attention! If you're looking for an experienced (1½ years), energetic, young, able, friendly and deep-toned announcer and deejay, then write to Box 549G, B•T, for full information.

Announcer — radio or tv — fully experienced. Sports, news, DJ. Good on commercials. Harvard University graduate. 6' 2", 185 lbs. Picture, tape, references available. Box 555G, B•T.

Announcer — 1st phone — 7 years experience — family—currently southern Florida. Box 565G, B•T.

Announcer: Negro, 12 years diversified experience including network-television—excellent diction—quality voice — showmanship — smooth relaxed commercial DJ — degree — journalism. Perfect character recommendations. Ingenious-imaculate. Definite type for station wanting know-how—intelligence — prestige — scope. Desire position metropolitan station. Minimum salary—$150.00 week. Age 36. Tape, references—clipping available. Box 566G, B•T.

Negro DJ, versatile, all phases. Good board operator, travel. Box 572G, B•T.

Summer replacement-staff announcer: College speech instructor, single, vet, 3 years experience including Fort Wayne, Washington, D. C., Indianapolis, versatile. Poetry, news speciality. Bass-baritone. Tape. Writer, commercials, drama. References. Box 579G, B•T.

Have experience—will travel. 7 years of successful radio and tv announcing with proven commercial value looking for a move that will be permanent. Box 583G, B•T.

Will be available for a summer DJ-announcer position. June through September. Bernie Bond, 447 Fort Washington Ave., New York 33, N. Y.

Get

Your First Class Commercial

F. C. C. LICENSE

in

12 Weeks!

●

More Jobs Than We Can Fill

Jobs in radio-TV-electronics are going begging. A COMMERCIAL (not amateur) F.C.C. license is your ticket to higher pay and more interesting employment. We train you quickly—then help you find the job you want!

Grantham Training Is Best

Grantham School of Electronics SPECIALIZES in preparing students to pass F.C.C. examinations. We train you quickly and well. All courses begin with basic fundamentals—NO previous training required. Beginners get 1st class license in 12 weeks.

Here's Proof! A few of our recent graduates, the class of license they got, and how long it took them:

	License	Weeks
Paul Schuett, 1314 20th Av., Longview, Wn.	1st	10
Robert Todd, 216 West End Av., Cambridge, Md.	1st	13
Dan Breece, Station KOVE, Lander, Wyo.	1st	12
Lawrence L. Alzheimer, Collins, Mont.	1st	4
Joe C. Davis, Station WABO Waynesboro, Miss.	1st	11
Paul Chuckray, 6874 Weber Rd., Affton, Mo.	1st	11

Learn By Mail or In Residence

Correspondence training from Washington, D. C., and Hollywood, Calif. Also, resident DAY and EVENING classes held in both cities.

MAIL TO SCHOOL NEAREST YOU

Grantham Schools, Desk 12-J

821 19th Street N.W.
Washington 6, D. C.

OR

1505 N. Western Ave.
Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my commercial FCC license quickly.

Name ________________

Address ________________

City ________________ State ________

RADIO

Situations Wanted—(Cont'd)

Announcers

Versatile—eleven years—network quality—strong news—top DJ—pop, country—Capitol Records artist—all replies answered. Married, 2 children. Fred Chapman, 407 1st Street, Calexico, California.

Bob Daniels, 6212 la Mirada, Hollywood 28, California, has recent experience, 23, single, 2nd phone, vet and will travel. Tape and photo on request. References.

Combo, 1st phone, 2 years experience, desires northwest location. $100 minimum. Howard Lovdal, 5148 Moddison Avenue, Sacramento, California.

Top announcer-deejay-salesman—experienced in sales, radio, public relations, advertising and promotion—college grad, single, 24, ambitious, good voice, personality. Prefer California, New York or Cleveland. Al Sheehen, 5126¼ Raleigh Street, Hollywood, California. HO 3-7971.

Technical

Chief engineer, 17 years experience high-powered domestic and shortwave equipment of all types. Box 531G, B•T.

Regardless of complexity of your station(s) you have peace of mind with this engineer. All phases design thru maintenance. Available June. Box 546G, B•T.

1st class ticket, 1 year radio-tv school, 23, married, desires location in midwest. Want morning record show with work on tv affiliate. available July 1st. Edward Graham, 4629 Sunset Blvd., Los Angeles 27, California.

Programming-Production, Others

Desire programming. New England. Seven years agency marketing, research. Experienced all phases-announcing, continuity, traffic, merchandising, classical. 34. MS Degree. Box 510G, B•T.

Experienced radio-tv news-sports director with unlimited energy, ideas, talent, wants job with unlimited hours, opportunity, air work. Only stations where news-sports "wag" dog apply. Box 529G, B•T.

Anybody in San Francisco want smart, saleable, hard working gal copywriter? 12 years experience, now employed. Continuity, traffic, library. Box 534G, B•T.

Continuity director, news editor, assistant PD. Emcee kiddie shows, women's programs. Fast, efficient, versatile woman writer. Excellent references. 11 years experience radio-television. Available immediately. Box 535G, B•T.

Illinois program man, 9 years, wants bigger job. Radio or agency. Box 577G, B•T.

TELEVISION

Help Wanted

Sales

Tv salesman wanted: Top-rated network vhf station in medium sized midwest market. Experienced only. $500 per month draw against liberal commission. Present staff aware of this ad, address Box 520G, B•T.

Experienced tv salesman. Deal open. Vhf-NBC. Excellent accounts not covered. Phone Mr. Ramon Patterson, OXford 8-1505, Chattanooga, Tenn.

Announcers

Pre-freeze vhf in southeast accepting announcer applications. Tv experience preferred, but top-notch radio background will be considered. Send full details of previous experience, including picture and salary requirements, first letter. Box 439G, B•T.

Good strong air salesman wanted for top-flight radio-tv operation. Applicant must be able to work both mediums. Will consider strong radio announcer with tv potential. Send tape, picture and resume to Box 586G, B•T.

Florida vhf seeking experienced tv announcer-director, position available immediately, send tape, brochure, picture to Program Director, WCTV Television, P. O. Box 3166 MSS, Tallahassee, Florida.

TELEVISION

Help Wanted

Technical

Need tv studio and transmitter engineers, first phone, experience desirable but essential. Propressive well established company offers many opportunities and benefits. Full resume, salary desired, recent snapshot, first letter. Box 530G, B•T.

Chief engineer, Washington, D. C., vicinity (Maryland, Virginia or West Virginia). Twenty years experience am-fm and tv including color, both network center and smaller stations. Graduate engineer. Extensive adminstrative experience. Box 576G, B•T.

Immediate opening for first phone technician. Must have car. Permanent position. Contact at once, Frank Laughlin, WGEM - AM - FM - TV, Quincy, Illinois.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Programming-Production, Others

Midwestern vhf offers excellent opportunity for capable director to assume full responsibility over live programming, including actual direction of several shows. Work with young, aggressive personnel to develop and polish schedule of live programs plus spots. Must have that certain flair for outstanding direction backed by some experience, plus ability to lead crews. State full qualifications in first letter to Box 480G, B•T.

Photographer—southwest—if you own 16 mm. camera, earn up to $10,000 a year shooting and selling "on location" commercials for our station. Box 569G, B•T.

Tv continuity writer. Capable woman with minimum of one year's experience writing tv copy. Ability with variety of accounts and to meet well with clients necessary. Address Program Director, WOC-TV Davenport, Iowa. And include copy, samples and snapshot together with experience resume.

Experienced television copywriter. Salary open. Vhf-NBC. Call Ramon Patterson, President, OXford 8-1505, Chattanooga, Tenn.

Situations Wanted

Sales

Eleven successful years in sales. Nine radio, two tv. Three years sales manager. Family. Best references. Six years one employer. Box 567G, B•T.

Technical

Technician, 1st phone—married, 28, wants permanent job from Washington, D. C., to Portland or Florida. Box 537G, B•T.

Chief engineer, 9 years experience in tv station planning, station construction, equipment design, personnel recruitment and training, procedures any systems developments. For details contact Box 563G, B•T.

Programming-Production, Others

Free offer: Young man, 29, now with tv network in public relations-promotion field, offers free resume to interested parties. Your request enters you in big contest with reliable prize for the right entrant. Box 533G, B•T.

Director. Experienced. Can do own switching. Any growing market. Details on request. Box 542G, B•T.

Experienced program director, practical, hard-headed, no yes man, desires position with good progressive station. Family man, college graduate. Box 562G, B•T.

New and/or public affairs director—will consider assistant directorship. Highest references, complete background in all phases including videotape. Box 582G, B•T.

Tv producer-director. Imaginative, alert. Thorough knowledge tv all phases. 3 years with present employer. Ability supersedes current situation. Want to advance. Expand with more progressive operation. References-resume upon request. Box 587G, B•T.

Newswriter-producer-director — experienced in all phases of news, newsfilm, videotape possibilities. Highest references. Box 589G, B•T.

FOR SALE

Stations

$5,000 cash buys ⅔ interest in new station, or will sell CP. Box 561G, B•T.

250 watter, Pacific Coast, three county market of 41 thousand, retail sales 15 million, highest west of Mississippi, grossing $45 thousand, net 18 percent after all. Price $58,000, one-third down and four hundred monthly. My Brothers, Binghamton, N. Y. No telephones. Please use our No. 9906, confirming by airmail.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

3kw GE-BT 38 fm transmitter with tubes. Also GE frequency monitor. Box 526G, B•T.

Composite 500 w am transmitter; real buy where is as is, $450 or trade for Magnecorder. Box 540G, B•T.

Western Electric 23C audio consolette, $300.00. Also Magnecorder PT63-AH mechanism and PT7-C amplifier, clean, good condition, $300.00. Box 547G, B•T.

250C Gates 250 watt transmitter. Doolittle Model FD-1A frequency monitor. Gates MO 2639 modulation monitor. Gates Model 21-B antenna coupling unit. Gates MO 3294 diod rectifier remote antenna current meter. Fairchild Model F29 portable disc recorder. Box 550G, B•T.

DuMont I-O camera—with used tube—field mount model. Terms. Box 568G, B•T.

For sale—reasonable—Collins 21C 5 kilowatt complete am transmitter, now in operation. Available after April 30. Wire or phone KANS, HObart 4-2387, Wichita, Kansas.

One RCA OR-1 turntable and recording attachment in good working condition. Mail inquiries and offers to John Powell, KHAS Hastings, Nebraska.

For sale: One DuMont live camera chain. For sale: Two Raytheon KTR-100 microwave systems. One system equipped with 4 foot reflectors; one system equipped with 6 foot reflectors. Make an offer for one or both. Contact Bill Hargan, KSBW-TV, P. O. Box 1651, Salinas, California.

Tv tower 512 feet Stainless heavy duty, guyed, A-4 lighting. Excellent condition, ready to ship. Make offer. WCOS, Columbia, S.C.

$800.00 will buy a Presto type 28-N turntable unit composed of two 8-N recording turntables mounted in a type 12-A table cabinet. Recorder is complete with 86-C control panel, two Presto 1-C cutter heads, and suction type thread removal unit. A Presto 88 recording amplifier is included. Contact U. L. Lynch, Technical Director, Farm & Home Radio, Grand Island, Nebraska.

Several used RCA 76-C consoles with associated power supplies. WMGM, 711 Fifth Avenue, New York 22, N. Y.

For sale, Raytheon RC-11 console with 5 mike, 9 remote, and 2 TT input. Currently in use. Available after May 12. $425.00 F.O.B., WRMN, Elgin, Illinois.

18 new and used guyed towers ranging from 200 to 350 feet. New towers manufactured by River View Welding and Mfg. Co. Complete with lighting and installation if preferred. All towers are galvanized and made of steel tubing to withstand 100 mile per hour wind velocity. Made on 14-inch centers. Will sell at very low price, on terms or lease. Phone 8610, Austell, Georgia.

Complete DuMont camera chain. Pickup control and monitor. Portable sync generator. Pedestal dolly. 90mm, 50mm, and 135mm lens. Also tripod and tracking dolly, miscellaneous lights, mike boom and film editing equipment. Sound projector. All excellent condition. Very reasonably priced. Can be seen in Washington, D.C. Contact W. A. Sawyer, Northwest Schools, 1221 N.W. 21st, Portland, Oregon. Phone CApitol 3-7246.

FOR SALE

Equipment

Commercial crystals and new or replacement crystals for RCA, Gates, W.E. and Bliley holders; regrinding, repair, etc. Also A. M. Monitor service. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Edison Electronic Co., PR3-3901, Temple, Texas.

Two DuMont camera chains, generator, mixer, etc. Preview studios, 1441 No. McCadden Place, Los Angeles.

RCA 1G transmitter—first rate operating condition; also Truscon 235 feet self-supporting tower. W. N. Cook, 1433 Vreeland Road, Trenton, Michigan. Phone ORleans 6-2484.

WANTED TO BUY

Stations

Eastern radio station wanted. No brokers please. Answers kept confidential. Full details first letter. Box 559G, B•T.

Radio station in $60,000 to $75,000 class midwest preferred. Box 593G, B•T.

Fm needed—we will go for it. Thousand watts minimum, WABZ, Albermarle, North Carolina.

Private conservative service. Confidential negotiations. New Mexico, Colorado, Texas, Louisiana, Arkansas, Kansas, Missouri, Oklahoma. Ralph Erwin. Licensed Broker. 1433 South Trenton, Tulsa.

Equipment

Wanted: Used channel 12 tv transmitting antenna. Two to six bays and diplexer. State condition and price. Box 494G, B•T.

WANTED TO BUY

Equipment

Need light used antenna about 160 feet. Reasonably priced. Box 553G, B•T.

Fm wanted: 3 or 5 kw transmitter; frequency, modulation monitors: antenna. Box 600G, B•T.

10 kw fm transmitter with monitor plus any other associated fm equipment. State condition and final price. Box 584G, B•T.

Wanted to buy: RCA 44BX or Mi-3027-G microphone. State price and condition. WCHN Norwich, New York.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School. Dept. B, 1627 K Street, N. W., Washington, D. C.

FCC first phone license in six weeks. **Guaranteed instruction by master teacher.** Phone **FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.**

SERVICES

Station managers. A new service provides custom spots, sound effects, production spots, new voices, continuity. As little as $3.00 monthly. Inquire, Box 463G, B•T.

EXAMPLE——PRACTICAL TV TRAINING

Cherry Blossom Parade Covered By DC Students

This is a typical example of the practicality of ALL of Northwest's training programs. These students are actually doing a live remote from Washington's Cherry Blossom Parade. ALL Northwest classes are trained using methods like these—letting students work in a practical manner with everyday Telecasting problems. For TOP TV people in all sections of the country, call John Birrel.

NORTHWEST
Television–Radio Division
SCHOOLS

HOME OFFICE:
1221 N. W. 21st Avenue
Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA
1440 North Highland
HO 4-7822

CHICAGO, ILLINOIS . . . . .
540 N. Michigan Avenue
DE 7-4504

WASHINGTON, D. C. . . . . .
1627 K Street N. W.
RE 7-0343

RADIO

Help Wanted

Sales

MAN OR WOMAN

Sales-service fulltime travel opportunity with radio-TV sales promotion firm sold over 160 markets, 40 states. (No crew deal—NARTB Associate member.) Salary, incentive bonus, full expenses. Unlimited chance for executive position. Must be over 30, have car—appearance, personality prime inmportance. Write full background, availability, recent snapshot. Interview will be arranged.

Box 497G, B•T

RADIO SALES

Opportunity with an unlimited future for an aggressive local radio salesman. 50,000 watt major market network affiliate in southeast is looking for a true radio enthusiast who is mature and experienced with a proven sales record. Will pay salary plus commission commensurate with ability. Send photo and complete resume to

Box 585G, B•T

Announcers

ANNOUNCER

We want a top announcer to join our staff. He must not be a beginner but an experienced man who knows both radio and television. We are a progressive radio and television operation located in one of the finest communities in the country. We will start the man selected at $100.00 a week plus TV talent. This is an ideal opportunity. Send full details, photo and tape in your first letter to

Earl Boyles
Executive Vice President
WLEX-AM-TV
Lexington, Kentucky

Technical

First class engineer for routine maintenance of 250 watt station, plus servicing of wired music accounts and supervision of installation of new wired music accounts. $100 salary plus car allowance. Send application to Box 539G, B•T

RADIO

Situations Wanted

Management

MEMORANDUM

To: THE OWNER
From: THE STEADIEST, SAVVYEST, SELLING-EST MANAGER YOU COULD FIND . . . .

. . . . for a medium market radio and/or TV setup that must make more money and more friends. Eleven years standout record of smooth management and top selling. Favor incentive opportunity. Complete presentation on request. Box 551G, B•T.

GENERAL MANAGER COMMERCIAL & PROGRAM MANAGER

Versatile television-radio executive with excellent 22 year record in sales, programming and management of stations, networks, agencies both in New York and smaller cities. Desire to leave Madison Avenue for more congenial living. Interested in joining dynamic TV-Radio group. Salary secondary consideration. Will relocate anywhere for right company. Age 42. Married. Top references and contacts. Immediate availability. Write now in confidence to

Box 592G, B•T

REPENTANT WRETCH

Lured away by the wiles of a siren, after 14 years marital bliss. Now thoroughly disillusioned, wants to return to his first true love—radio. Rich background of over 20 years in advertising, including 11 years with top station, 3 years with leading rep. Outstanding record in sales, sales development and promation. Seeks administrative opportunity preferably New York Area.

Box 580G, B•T

FOR SALE

Equipment

TAPE RECORDERS

All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories

STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

EMPLOYMENT SERVICES

TOP JOBS—TOP PEOPLE

We have, or will find, just the person or job you're looking for.
Contact M. E. Stone, Manager . . . .

NATIONAL RADIO & TELEVISION EMPLOYMENT SERVICE
5th floor, 1627 'K' St. N.W.
Washington, D. C.—RE 7-0343

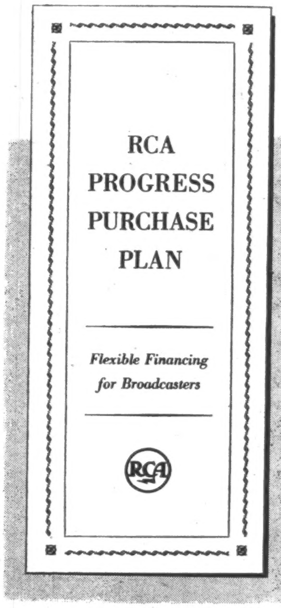
NATIONWIDE PLACEMENT SERVICE

Radio-TV Personnel

Scientific selection and placement; better results for your Station or your career.

P. O. Box 8585 **Jacksonville, Fla.**

Planning a Radio Station?


RCA
PROGRESS
PURCHASE
PLAN

Flexible Financing for Broadcasters

Here's a brand new financing plan that will take a load off your pocketbook and speed you on your way to station ownership!

RADIO CORPORATION of AMERICA

Tmk(s) ®

Continues from page 104

will be sole owner. Announced April 24.

NARBA Notifications . . .

List of changes, proposed changes and corrections in assignments of Canadian Broadcast Stations Modifying Appendix containing assignments of Canadian Broadcast Stations (Mimeograph 47214-3) attached to the Recommendations of the North American Regional Broadcasting Agreement Engineering Meeting January 30, 1941.

Canadian Change List 110 **March 28, 1957**

730 kc

CKDM Dauphin, Manitoba, 1 kw D, 250 w N ND unl. II. EIO 11-15-57.

Brandon, Manitoba 10 kw DA-2 unl. II. Delete assignment.

1300 kc

Richmond Hill, Ontario, 500 w ND D. III. EIO 12-15-57.

1340 kc

CKMR Newcastle, N. B., 250 w ND unl. IV. Delete assignment (now in operation on 790 kc).

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION: 5

(Figures in parentheses indicate dates oral arguments were held.)

Seattle, Wash., ch. 7 (12-17-56); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y., ch. 7 (9-24-56); Biloxi, Miss., ch. 13 (12-18-56); San Francisco-Oakland, Calif., ch. 2 (3-11-57).

AWAITING ORAL ARGUMENT: 6

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6 (4-27-57); McKeesport-Pittsburgh, Pa., ch. 4 (4-10-57).

IN HEARING: 5

Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Lubbock, Tex., ch. 5; Sioux Falls, S. D., ch. 13; Ponce P. R., ch. 7.

IN COURT: 5

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Knoxville, Tenn., ch. 10; Miami, ch. 10; Supreme Court: Shreveport, La., ch. 12.

Routine Roundup . . .

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of April 26

WTTV (TV) Bloomington, Ind.—Granted mod. of cp to change trans. location and make minor equipment changes; ERP vis. 100 kw, aur. 60 kw, ant. height 1,000 ft.

KAUS Austin, Minn.—Granted extension of completion date to 7-2; conditions.

Actions of April 25

WGR Buffalo, N. Y.—Granted authority to transmit baseball games from Buffalo to **CFCF** and **CKAC Montreal, Canada.**

The following were granted extensions of completion dates as shown: **WHLT Huntington, Ind.,** to 6-15, conditions; **WNMP Evanston, Ill.,** to 8-23.

Actions of April 23

WCAR Detroit, Mich.—Granted license covering change in power, install new trans. (DA-2); change in ant.-trans. location, studio and station location from Pontiac to Detroit.

WBNS-TV Columbus, Ohio—Granted cp to change ERP to vis. 316 kw, aur. 191 kw, change type trans. and make other equipment changes; ant. 710 ft.

Actions of April 22

WFMQ (FM) Hartford, Conn.—Granted cp to change frequency to 105.9 mc.

WDAU-TV Scranton, Pa.—Granted mod. of cp to change ERP to vis. 479 kw, aur. 245 kw, make minor changes in ant. system and trans., ant. 1350 ft.

The following were granted extensions of completion dates as shown: **WJBK-TV Detroit, Mich.,** to 11-14; **WKAT-FM Miami Beach, Fla.,** to 11-12.

April 29 Applications

ACCEPTED FOR FILING

Modification of Cp

WDOL Athens, Ga.—Seeks mod. of cp to change studio location, type trans. and remote control trans.

WTAM Decatur, Ga.—Seeks mod. of cp to change ant.-trans.-studio-station location and change DA.

WISK St. Paul, Minn.—Seeks mod. of cp to change ant.-trans. location and change DA.

KBCS Grand Prairie, Tex.—Seeks mod. of cp to change licensee name to **Three Cities Radio Inc.**

WALB-TV Albany, Ga.—Seeks mod. of cp to change ERP to 91.2 kw vis., 45.5 kw aur., correct geographic coordinates, install new ant.

WWL-TV New Orleans, La.—Seeks mod. of cp to change type trans., ant. height to 750 ft.

KCJB-TV Minot, N. D.—Seeks mod. of cp to change ERP to 205 kw vis., 97.8 kw aur., redescribe trans. location and change ant.

WSM-TV Nashville, Tenn.—Seeks mod. of cp to change ERP to 98.6 kw vis., 49.3 kw aur., change ant. system and trans. location.

WETJ (TV) Jacksonville, Fla.—Seeks mod. of cp to change ERP to 15 kw vis., 7.5 kw aur. and ant. height to 843 ft.

Following seek mod. of cp to extend completion dates: **KPAR-TV Sweetwater, Tex; WITN (TV) Washington, N. C.; WTUP Tupelo, Miss.**

License to Cover Cp

KNLR North Little Rock, Ark.—Seeks license to cover cp which authorized new am.

WFCR Fairfax, Va.—Seeks license to cover cp which authorized change ant.-trans.-studio location.

UPCOMING

May

May 5-11: National Radio Week.

May 6-8: Annual meeting, Assn. of Canadian Advertisers, Royal York Hotel, Tororto, Ont.

May 7-9: Annual convention, Alpha Epsilon Rho, Deshler-Hilton Hotel, Columbus, Ohio.

May 11: United Press Broadcasters of Connecticut, Sun Valley Acres, Meriden, Conn.

May 13-15: Acronautical and Navigational Electronics national conference, Dayton, Ohio.

May 15-17: Pennsylvania Assn. of Broadcasters, Hotel Bedford Springs, Bedford Springs.

May 15-17: Radio-Electronics-Tv Mfrs. Assn. convention, Sheraton Hotel, Chicago.

May 16-17: Nebraska Broadcasters Assn., annual conference, McCloud Hotel, York, Neb.

May 18: United Press Broadcasters of Indiana, Indianapolis.

May 20-21: Wisconsin Broadcasters Assn., Hotel Plankinton, Milwaukee.

May 20-21: Eighth annual Chicago Tribune Forum on Distribution and Advertising, WGN Audience Studio, Chicago.

May 20-22: Armed Forces Communications & Electronics Assn., Sheraton Park Hotel, Washington, D. C.

May 22-23: Kentucky Broadcasters Assn., Hotel Sheraton-Seelbach, Louisville.

May 23: United Press Broadcasters Assn. of Tenn., Andrew Jackson Hotel, Nashville.

May 25: United Press Broadcasters of Illinois Assn., Allerton Park, Ill.

May 25: United Press Broadcasters of Pennsylvania, Holiday Motel, Mechanicsburg, Pa.

May 25-26: Louisiana-Mississippi AP Broadcasters Assn., Holiday Inn Motel, Monroe, La.

May 28-29: Annual Visual Communications Conference, Waldorf Astoria, New York.

May 29-30: North Carolina Assn. of Broadcasters, Grove Park, Asheville.

June

June 4-6: National Community Tv Assn., Penn-Sheraton Hotel, Pittsburgh, Pa.

June 6-7: Virginia Assn. of Broadcasters, Hotel John Marshall, Richmond.

June 9-13: Annual convention, Advertising Federation of America, Hotel Fountainebleau, Miami.

June 14: Maine Radio & Tv Broadcasters Assn., Poland Spring House, Poland Spring, Me.

June 17-19: NATRFD Spring Meeting, Washington.

June 17-19: Natl. Convention on Military Electronics, Sheraton-Park Hotel, Washington.

June 19-21: Annual meeting, Western Assn. of Broadcasters, Jasper Lodge, Jasper, Alta.

June 24-28: Annual convention, Advertising Assn. of the West, Hawaiian Village, Honolulu.

July

July 8-Aug. 2: Television Institute, U. of California, Los Angeles.

July 20-23: National Audio-Visual Convention and Exhibit, Fairfax, Va.

August

August 20-23: Western Electronic Show and Convention, San Francisco.

BROADCASTING TELECASTING

THE BUSINESS WEEKLY OF RADIO AND TELEVISION

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THE CALIF.-ORE.
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KOTI-TV Klamath Falls
Channel 2
KIEM Eureka
Channel 3
CALIFORNIA
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CBS

The *Smullin* TV Stations

KOTI CHANNEL 2 Klamath Falls, Ore.
KIEM CHANNEL 3 Eureka, Calif.
KBES CHANNEL 5 Medford, Ore.
CBS NBC ABC

Three markets—one billing

MARKET FACTS

POPULATION	338,800
FAMILIES	109,800
TV FAMILIES	81,252
RETAIL SALES	$474,450,000
CONSUMER SPENDABLE INCOME	$591,194,000

"The Calif.-Ore. TV TRIO bridges the gap between San Francisco & Portland with EXCLUSIVE VHF Coverage on Channels 2, 3 & 5."

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New York, Chicago, San Francisco, Seattle, Los Angeles, Dallas, Detroit, Jacksonville, St. Louis, Boston.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

R. W. Moore Sr., president, Canada Dry Ginger Ale Inc., elected chairman of board and chief executive officer. **Roy W. Moore Jr.,** vice president-general manager and son of chairman, elected president.

Andrew C. Britton, general factories manager for Philip Morris Inc., **Roger Greene,** advertising director, and **Walter N. McFadden,** purchasing director, named vice president of manufacturing, vice president of advertising and vice president of purchasing, respectively.

James H. Jewell, vice president in charge of sales for Westinghouse Electric Corp., appointed vice president in charge of marketing.

E. C. Harbur, assistant to president, Boyle-Midway Inc., elected vice president in charge of marketing.

David A. Neuman, Emil Mogul Co., to Peck Adv., N. Y., as account executive. **William Hermes,** Ellington & Co., **Clyde Risley,** McClatchy newspaper chain in Calif., and **John F. Brower** to Peck as associate art director, assistant art director and assistant production manager, respectively.

Walter E. Koons, account executive, Fuller & Smith & Ross, to Ketchum, MacLeod & Grove Inc., as account executive in N. Y. office.

William A. Baumert, partner in Frank Baumert Co., to Paris & Peart Inc., N. Y., as account executive. **Andrew T. Halmay,** Benton & Bowles, and **Joseph Pendergast,** vice president, John T. Fosdick Assoc., to Paris & Peart as associate copy drector and marketing account executive, respectively.

Tom McCann, account executive, KING Seattle, to Miller, Mackay, Hoeck & Hartung, same city, as assistant account executive.

George Yonan, formerly account executive at WJJD Chicago, to Edward H. Weiss & Co., same city, as timebuyer.

Lavern A. Hertzler promoted from jobbing salesman to Chicago office sales manager for Quaker Oats Co.

Alidor Belskis, radio-tv-film director at William Hart Adler Inc., Chicago, appointed copy chief.

Robert Rardon, William Smallman, Jerome Cowle and **Vincent Vassolo** appointed copy supervisors at Leo Burnett Co., Chicago.

J. Keith Stuart, former show manager, Pontiac Motor Div. of General Motors Corp., to MacManus, John & Adams, Bloomfield Hills, Mich., as director of sales aids.

Lambert (Bud) Botts, staff writer, *Advertising Age,* to Edward H. Weiss & Co., Chicago, as public relations director.

John D. Carew Jr., Fairmont Foods Co., Omaha, Neb., to Zimmer, Keller & Calvert Inc., Detroit, as research director.

Barton G. West, senior group art director, Needham, Louis & Brorby Inc., Chicago, to Russel M. Seeds Co., same city, as executive art director.

William L. Chadsey to John W. Shaw Adv. Inc., Chicago, as art director.

Alvin Achenbaum, manager of research department, McCann-Erickson, N. Y., to Grey Adv., same city, as project director in marketing and research department.

Joel Harvey, production department head, Young & Rubicam, L. A., to Doyle Dane Bernbach, same city, as production manager.

Ralph A. Peck, formerly press director for Chicago Community Fund, to Reach, McClinton Co., Chicago, as public relations director.

Robert M. Clark appointed associate media director at Foote, Cone & Belding, Detroit, handling new Edsel automobile account.

Frank S. Miller Jr. appointed associate creative director at McCann-Erickson Inc., Chicago.

William M. Weiner to Henry H. Teplitz Adv., Chicago, production and account service staff.

John Norman, formerly account executive at Roche, Williams & Cleary Inc., to MacDonald-Cook Co., Chicago.

Grace Rauworth, formerly manager of media, J. R. Pershall Co., to J. Walter Thompson Co., handling various activities on Joseph Schlitz Brewing Co. account.

Vernon England, director of ABC-TV Film Dept., western division, to Hollywood office of N. W. Ayer & Son as assistant to film director.

Junius R. Fishburn, with Edward Petry & Co. for past eight years, has resigned. He has not announced future plans.

Donald E. Fawcett, formerly with Leo Burnett Co., and Cunningham & Walsh, to Doyle Dane Bernbach, L. A.

Myrna McCauley, tv department of Needham, Louis & Brorby Inc., Chicago, to Foote, Cone & Belding, same city, copy staff.

Thomas S. Jones, chief of publications, Hughes Tool Co., aircraft division, to Charles Bowes Adv. Inc., L. A., copy department.

Earle G. (Duke) Truax, former advertising manager, *Woman's Home Companion,* and **Richard A. Trea,** Benton & Bowles, to media department of Carl S. Brown Adv. Co., N. Y.

Michael Sassanoff, Warner Bros., N. Y., art director, writer and co-director on animated films, to copy staff of radio-television department, N. W. Ayer & Son, same city.

Fred Muxfeld to Kane Advertising, Bloomington, Ill.

Norman D. Buehling, president of Fensholt

Adv. Agency Inc., Chicago, elected secretary-treasurer of Continental Adv. Agency Network.

Paul C. Harper Jr., vice president Needham, Louis & Brorby Inc., Chicago, elected chairman of board of governors of American Assn. of Adv. Agencies Chicago Council.

Jerome S. Stolzoff, vice president-account supervisor, Grey Adv., N. Y., married Ruth Jackson, actress, April 7.

Karl Koerper, vice president of Kansas City Power & Light Co., Kansas City, Mo., and former executive of Midland Broadcasting Co., in Kansas City, died April 8.

FILM

Winston O'Keefe, tv director, recently with NBC-TV's *Matinee Theatre,* to executive staff of Screen Gems in Hollywood, and **Michael Abel,** script consultant-producer at MGM, to Screen Gems where they will assist **William Sackheim,** director of program development.

Ted Liss, formerly writer-producer at CBS-TV, appointed creative tv sales director at Filmack Studios, Chicago.

Douglas Whitney, talent executive, RKO Studios in Hollywood, to Screen Gems Inc., same city, in charge of creating and negotiating for new tv program packages.

Nox Lempert promoted from production manager to producer of commercials for Guild Films, N. Y.

Chuck Zornig, freelance producer, appointed music director at Lewis & Martin Films Inc., Chicago.

Joseph Kenas, motion picture writer-director, named director of film, radio-tv department of Anti-Defamation League of B'nai B'rith. He succeeds **Maury Glaubman** who resigned to take charge of public affairs film production for Dynamic Films, N. Y.

Don Garrett, consumer press editor of Screen Gems Inc., N. Y., and his wife, tv actress **Lila Paris,** parents of girl, April Louisa.

NETWORKS

E. Charles Straus, assistant to director of business affairs, CBS-TV Hollywood, appointed to newly created post of director of talent and casting.

Willard Block, NBC-TV Sales, to CBS-TV Film Sales as account executive in N. Y. office.

Chalmers Dale, supervisor of broadcast film operations, CBS-TV Film Services Dept., as assistant manager. He succeeds **Lee Hon** who is transferring to Technical Operations Dept.

A. Robert Bonagura, since December 1955 with sales staff of CBS-TV Film Sales, to sales staff of CBS Radio.

John Caraway, WGN Chicago, to writing staff of NBC-TV's *Tonight* in that city.

STATIONS

Norman Geron, WIZE Springfield-Dayton, Ohio, to WHLT Huntington, Ind., as general manager.

◄ **Charlie Keys,** KWTV (TV) Oklahoma City, to KGEO-TV Enid, Okla., as sales manager.

Bob Powell, announcer-staff musician, WBTM Danville, to WBCR Christiansburg, both Va., as sales manager. **Faye Hoover,** traffic manager at WBCR, promoted to program director.

George Rice, program director for WABC-TV New York, and **Yale Roe,** merchandising manager for WBKB Chicago, to KGO-TV San Francisco as program director and national spot sales manager, respectively. **Hal Berger,** formerly program director, KFAC Los Angeles, to KGO-AM as operations manager.

George Bowe, production manager, WTIC-AM Hartford, Conn., named production manager for WTIC-TV.

George H. Green, program manager WATV (TV) and WAAT Newark, assumes duties of publicity, promotion and advertising. **Robert MacDougall,** educational director of both stations, appointed public relations director. **Lou Frankel,** director of promotion, has resigned.

Baldwin (Bill) Goodwin Jr., account executive, WMBR Jacksonville, Fla., named assistant general sales manager.

Ollie Schell, Cascade Broadcasting, Yakima, Wash., to KGA Spokane as program director. **John McAlpine,** KGA announcer, named assistant program director and **Larry Lester,** announcer at KNEW Spokane, to KGA as announcer. **Peggy Hunt,** continuity director at KREM-TV Spokane, and **Phil Geiger** to KGA as continuity director and promotional-merchandising manager, respectively.

Ray Lukshis, executive producer, KTLA (TV) Hollywood, named program director. **Hal Dasbach,** KTLA administrative assistant, and **Gene Karaganies** named program supervisor and assistant production supervisor, respectively.

Joe Whalen, sports director-staff announcer, WVPO Stroudsburg, Pa., named program director, succeeding **Joe Webster,** resigned.

Ray Lukshis, executive producer of KTLA (TV) Los Angeles, promoted to program director. **Hal Dasbach,** administrative assistant, named program supervisor and **Gene Karaganies** becomes assistant production supervisor.

George Hobkirk, publisher, *Muscoy Community Free Press,* San Bernardino, Calif., to KACE Riverside, Calif., as program director.

Helen Nugent, WKRC-AM Cincinnati,

UPSTREAM POWER!

Selling products is an upstream battle in today's competitive market. It takes *power* to make headway . . . to channel advertising skillfully over shoals and into homes of receptive prospects.

WSAZ-TV can do this for you in the rich Ohio River market. Blanketing 69 important counties with half a million TV homes, its power is measurable *both* in ERP and in viewer acceptance, persuasive selling.

No other medium approaches WSAZ-TV's broad popularity. Nielsen shows (for example) a nighttime, weekday superiority of 100,580 homes for WSAZ-TV over the next-best station.

This kind of penetration and preference gets advertising results . . . and can propel you to new sales levels in America's industrial heart. Any Katz office can help you harness WSAZ-TV to get you upstream faster.

WSAZ-TV
CHANNEL 3

HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

named community relations director for WKRC-TV.

Joseph Savalli to WOV New York as director of Italian sales.

Bill Alcine, production manager of KNXT (TV) Los Angeles and Columbia Television Pacific Network, promoted to film director. **Alberta Hackett,** production coordinator, named production manager and **Floren Thompson,** chief clerk in KNXT-CTPN business office, becomes assistant production manager. **Stanley Green,** prop-shopper, named stage manager and **Robert Frye,** chief mail clerk, moves up to prop-shopper.

Warren D. Johnson, sales engineer at General Outdoor Adv. Co., Chicago, to WNDU-TV South Bend, Ind., as account executive on regional and local accounts.

Jim Coryell, WINZ Hollywood, Fla., to WQAM Miami sales staff.

Roger Ball, announcer-salesman-copywriter, to WSUN St. Petersburg, Fla., sales staff.

Rosemary Reddens Schwartzel to KTBC-AM-TV Austin, Tex., as women's editor.

Sara Boynoff and **Rodney Voigt** to KNX Los Angeles and Columbia Pacific Radio Network news bureau staff as news editors. **Betty Cummings** succeeds **Nancy Basche Newton** as record librarian for KNX.

Troyanne Ross to WSOC-TV Charlotte, N. C., as "Weather Miss."

John M. Asher, director of advertising-promotion, KNX Los Angeles and Columbia Pacific Radio Network, to Golden West Broadcasters as director of advertising-promotion for KMPC Los Angeles, KSFO San Francisco and Golden West Features, sports-packaging subsidiary.

Bob Herzog promoted from news editor to news director at WXIX (TV) Milwaukee, Wis., succeeding **Jerry Dunphy,** to join WBBM-TV Chicago. **Roger Grimsby,** news director at WISC-TV Madison, to **WXIX** as news editor.

John Lindop, formerly with *Kalamazoo* (Mich.) *Gazette,* to news staff of WJEF Grand Rapids, Mich., where he also will serve as correspondent for WKZO-TV Kalamazoo.

THE *Animals in Action* show on KTVK (TV) Phoenix never lived up to its title so well as the day the box full of rattlers fell on the floor. Show host "Jungle Jack" Adam here sets about retrieving the coiled vipers as "Percy Percival" (Norman MacDonald), program assistant who accidently broke the latch releasing the pets, looks on from the desk to which he had quickly repaired. Fifteen of the total 18 snakes—a dozen of them six-footers—were caught by the end of one of the series' most dramatic shows. Announcer Bob Corrigan pluckily delivered commercials atop a bed on the set, breaking continuity only once with an "Oh, oh," when menaced by a big one. No one was bitten, although at least four of the show's temperamental cast struck at Mr. Adam. His parting message to viewers was "Hope you enjoyed the show because we'll never do it again."

Stephanie Kelsey, formerly with Premier Film & Recording Corp., St. Louis, to WIL's continuity department and **Raymond Richardson,** KBIF Fresno, Calif., joins WIL as summer replacement announcer.

Gerald D. Coleman, general manager-chief engineer, WBUT Butler, Pa., to WISR, same city, as public relations director.

Carl Horwich, account executive with Gerald, John & Assoc., to WOV New York sales staff.

Philip George, KVAL-TV Eugene, Ore., named co-ordinator of local sales.

George Holland, recently released from service, to WBAL-TV Baltimore as account executive.

Al Weeks, formerly with KLO Ogden, Utah, to KWLK Longview, Wash., as account executive.

Wayne Wille, reporter, *Chicago Sun-Times,* and **Royce C. Blair Jr.,** with Atchison, Topeka and Santa Fe Railroad in customer relations, named press information chiefs for WBBM-TV Chicago and WBBM Radio, respectively.

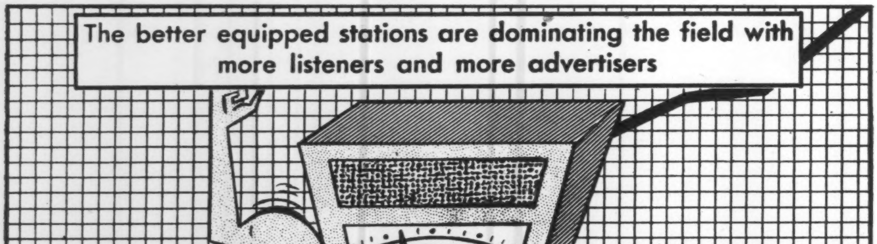
Joe McKinney, freelance announcer in Dallas-Fort Worth area, to WKY-TV Oklahoma City as announcer.

Jack Hickey, formerly with KDAY Santa Monica and KVEN Ventura, both Calif., to KPOL Los Angeles announcing staff.

Chuck Faber, announcer, WTVO-TV Rockford, Ill., to WTMJ-AM-TV Milwaukee announcing staff.

Brad Crandall, formerly production chief, WDVH Gainesville, to WKIS Orlando, both Fla., as disc jockey.

Ted Lumpkin, KCEN-TV Waco, to KFJZ-TV Fort Worth, both Tex., as announcer.



The better equipped stations are dominating the field with more listeners and more advertisers

GATES

GATES RADIO COMPANY
MANUFACTURING ENGINEERS SINCE 1922
QUINCY, ILL., U. S. A.

James K. Peterson to KTVH Wichita, Kan., announcing staff.

Dave Alban, announcer-news director, to WALK Patchogue, N. Y., as morning man, succeeding **Bob Early.**

Bob Gray, formerly with KPRC-TV Houston, named promotion manager for *Houston Post*.

Art Lamb, radio-tv personality, formerly with WGMS and WTTG (TV), both Washington, to WMAL-AM-TV, same city.

Marvin Levey, co-manager of WFDF Flint, Mich., elected president of Flint Sales Executives Club.

Richard E. Jones, vice president-general manager, Northern Pacific Television Corp. (KXLY-AM-TV Spokane; KELP and KILT-TV El Paso), appointed to World's Fair Commission by governor of Washington. Commission is authorized to stage World's Fair in Seattle in 1960.

Les Johnson, vice president-general manager, WHBF-AM-FM-TV Rock Island, Ill., appointed chairman of advance gifts committee in campaign to raise $450,000 for Augustana College, same city.

Gifford Phillips, president, Colorado Broadcasting Co. (KGHF Pueblo, KKTV [TV] Colorado Springs) and also president of Phillips-Flower Tee Vee Co. (film distributor in Canada and Australia), has been named Los Angeles County chairman of May fund drive of Mental Health Foundation.

H. Needham Smith, sales manager, WTRF-TV Wheeling, W. Va., elected First Lt. Governor for Fifth District Advertising Federation of America.

Hugh Harper, news reporter, WKZO-TV Kalamazoo, Mich., elected chairman of Kalamazoo County Chapter of National Foundation for Infantile Paralysis.

Al Shaw, disc jockey, KFEQ St. Joseph, Mo., and **Wilma Stagner,** traffic manager, married last month.

Nunzi Casavola, news editor, WGAN-AM-TV Portland, Me., married Mrs. Helen Knight.

Don Klein, KCBS San Francisco sports commentator, father of girl, Karen.

Grover J. Allen, executive producer at WBKB (TV) Chicago, father of twins, Grover Jr. and Gregory, April 14.

Martin Edwards, WBAL Baltimore personality, father of boy, David Michael.

RIDING IN STYLE

RIDING in style is what Forrest Patton, account executive with KNUZ Houston, is doing these days. He is the top man in KNUZ's first quarter sales. As a reward, he has been given a chauffeur for the next 90 days and is being driven around town in a Chrysler Imperial.

DAILY REMINDER

TWO WTVP (TV) Decatur, Ill., station salesmen, Gene Bell and Don Lindsey, are wearing their 1957 sales quotas printed on labels inside new suits to keep them on their toes for the remainder of the year.

Their station and commercial managers, Bob Wright and Ben West, respectively, said the suits were presented to the salesmen for doubling local sales during the last three months.

MANUFACTURING

Frank Mansur, director of marketing, Lewis & Kaufman Ltd., division of International Glass Corp. (manufacturers of Los Gatos brand electron tubes), Los Gatos, Calif., named general manager.

Dr. Seymour B. Cohn, Stanford Research Institute's Antenna Systems Lab., named manager.

TRADE ASSNS.

Comdr. Edmund B. Redington, recently retired Coast Guard electronics expert, to Radio-Electronics-Television Mfrs. Assn., Washington, as staff engineer and liaison member of RETMA engineering department assigned to Military Products Div.

A. N. (Bud) Haas, Bud Radio, Cleveland, elected president of Assn. of Electronic Parts & Equipment Mfrs. Inc., Chicago.

Arthur Bagge, midwest radio sales manager of Peters, Griffin, Woodward Inc., re-elected president of Midwest Council of Station Representatives Assn. Other officers: **Bill Reilly,** Adam Young Inc., elected vice president; **Jack Davis,** Blair-Tv, named treasurer, and **Roger O'Sullivan,** Avery-Knodel Inc., re-elected secretary.

George Deppman, regional merchandising manager of Owens-Illinois, Chicago, elected president of Merchandising Executives Club of Chicago. Among others named were **Mercer Francisco,** Francisco Films, vice president, and **Hilliard S. Graham,** Erwin, Wasey & Co., treasurer.

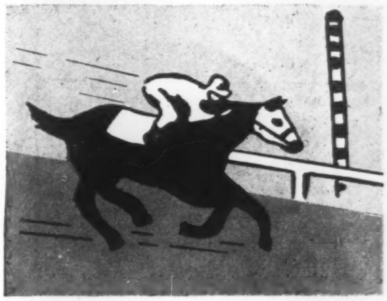
William Banks, president-general manager, WHAT Philadelphia, elected president of Pennsylvania Associated Press Broadcasters Assn.

Lou Corbin, news director, WFBR Baltimore, elected president of Chesapeake AP Broadcasters Assn. **Charles Truitt,** WBOC-AM-TV Salisbury, and **John Mine,** AP Baltimore bureau, elected vice president and secretary, respectively.

Jack Crandall, KHOB Hobbs, New Mexico, elected state chairman for New Mexico Associated Press Broadcasters Assn.

Murray Koff, advertising-sales promotion manager, Kessler Div. of Seagram-Distillers Co., named chairman of Assn. of National Advertisers' sales promotion service com-

WORL'S NORM TULIN COMES in FIRST for the 2nd year in a row!*



*(the only 2-time winner in the entire U.S.A.!)

Norm Tulin, WORL's big two-time winner in the annual Manischewitz Wine national Disc Jockey Contest is the only winner in the country to get a top award two years in a row:

1956 — BEST SELLING Presentation
1957 — MOST PERSONABLE Presentation

He can be selling for you on the new NORM TULIN SHOW every morning 6 to 9 A.M.

OVER
WORL
950 on the dial 5000 watts
IN BOSTON

Represented nationally by
HEADLEY-REED COMPANY

TV COMPARATIVE NETWORK SHOWSHEET

	SUNDAY			MONDAY			TUESDAY			WEDNESDAY			
AFTERNOON	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	
Noon		*Let's Take A Trip*			Stand. Brands Valiant Lady	*Tic Tac Dough* L		Wesson Oil Valiant Lady	*Tic Tac Dough* L		Gen. Mills Valiant Lady	*Tic Tac Dough* L	
12:15					Amer. Home Products Love of Life			Amer. Home Products Love of Life			Amer. Home Products Love of Life		
12:30		Kellogg Wild Bill Hickok F			P&G Search for Tomorrow	*It Could Be You* L		P&G Search for Tomorrow	*It Could Be You* L		P&G Search for Tomorrow	*It Could Be You* F	
12:45					P&G Guiding Light L			P&G Guiding Light L			P&G Guiding Light L		
1:00		*Heckle and Jeckle Show* F			W. Cronkite	Close-Up L		W. Cronkite	Close-Up L		W. Cronkite	Close-Up L	
1:15					1:10 *Standup & Be Counted* S			1:10 *Standup & Be Counted* S			1:10 *Standup & Be Counted*		
1:30			*Frontiers of Faith* L		P&G As The World Turns	Club 60 L		P&G As The World Turns	Club 60 L		P&G As The World Turns	Club 60 L	
1:45													
2:00					*Our Miss Brooks* F Sus			Best Foods (alt. wks.) Our Miss Brooks F			(Alt.) Gerber 15 Min. Our Miss Brooks F		
2:15													
2:30			*Watch Mr. Wizard* L		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L	
2:45													
3:00			*Youth or American Forum* L	Afternoon Film Festival F&L Participating	Colgate Big Payoff	NBC Matinee Theatre (Participating) Color L	Afternoon Film Festival F&L Participating	Big Payoff Colgate	NBC Matinee Theatre (Participating) Color L	Afternoon Film Festival F&L Participating	Colgate Big Payoff	NBC Matinee Theatre (Participating) Color L	
3:15													
3:30	*Johns Hopkins File 7* L	*The Last Word*	Zoo Parade L & F		Bob Crosby (See Footnotes)			Bob Crosby (See Footnotes)			Bob Crosby (See Footnotes)		Aft Fe Partic
3:45													
4:00	*College Press Conference* L	*Face The Nation*	Gen. Motors Wide Wide World L		P&G The Brighter Day	Queen For A Day Participating L		P&G The Brighter Day	Queen For A Day Participating L		P&G The Brighter Day	Queen For A Day Participati L	
4:15					Am. Home Pr. Secret Storm			Am. Home Pr. Secret Storm			Am. Home Pr. Secret Storm		
4:30	CIBA Medical Horizons L	*World News Roundup*	ALT (5-5&5-19) H. Curtis Wash. Square L Project 20 & Topper		P&G The Edge of Night			P&G The Edge of Night			P&G The Edge of Night		
4:45						*Modern Romances* L			*Modern Romances* L			*Modern Romance* L	
5:00	Dean Pike L	Odyssey*		Mickey Mouse Club (see footnote) F		*Comedy Time* F	Mickey Mouse Club (see footnote) F		*Comedy Time* F	Mickey Mouse Club (see footnote) F		*Comedy Time* F	
5:15													Mic Mo Cl (S Foot F
5:30			*Outlook* F										
5:45													
EVENING													
6:00		*My Friend Flicka* F	Johns Manville Meet the Press L										
6:15													
6:30		Prudential Air Power T	Gen. Foods Roy Rogers F										
6:45					B. & Wm'son News L			Whitehall News L			B. & Wm'son News L		
7:00	Skippy Peanut Butter You Asked For It F	Campbell Soup Lassie F	General Foods Bengal Lancers F	Gordon Bkg. Kukla, Fran & Ollie			Gordon Bkg. Kukla, Fran & Ollie			Gordon Bkg. Kukla, Fran & Ollie			Gordon Kukla, & Oll
7:15				Genl. Cigar Daly-News	B. & Wm'son News L		Genl. Cigar Daly-News	Whitehall News L		Genl. Cigar Daly-News	B. & Wm'son News L		E. I. du Daly-N
7:30	Participating • Hollywood Film Theatre F	Am. Tob. The Champions (Alt. wks.) Jack Benny	Reynolds Metals Circus Boy F	Miller Brewing R. J. Reynolds Wire Service F	Johnson & Johnson (Alt. wks.) Wildroot Rob. Hood F	Carter (Alt.) Nat King Cole	Gen. Electric Cheyenne (Alt. wks.) Chesebrough Pond's Conflict (Alt. wks.) F	Whitehall (Alt. wks.) Kellogg Name That Tune	Lewis-Howe J. Winters L	American Motors American Dairy Derby Foods Disneyland F	General Mills Giant Step	Xavier Cugat Show L	Gen. W Swift & The L Range F
7:45						Amer. Can News Caravan			Quaker Oats News L			Time Inc. Miles Lab News Caravan	
8:00		Mercury Div. of The Ford Motor Co. The Ed Sullivan Show L	U. S. Time Jergens Greyhound Polaroid Steve Allen Show L		B.F. Goodrich (Alt. wks.) Carnation Burns & Allen F	Producers' Showcase (8-9:30 1 wk. of 4)		R.J. Reynolds P&G, Phil Silvers F	Speidel Purex Arthur Murray Party L		Bristol Myrs. (Alt. wks.) American Home Prod. Arthur Godfrey Show Pillsbury (alt.) Kellogg	Assoc. Prod T'tex. Esqui Masquerad Party	Bauer Black Jet Bon-Ar Hartz Circus Ti L
8:15						Whitehall Lever F Sir Lancelot							
8:30				Firestone Voice of Firestone L	Lvr.-Lptn. (Alt. wks.) Toni Co. Talent Scouts	Amer. Tobac Gen. Foods Wells Fargo	Gen. Mills P & G (Alt. wks.) Wyatt Earp F	Lever (Alt. wks.) Sheaffer Prvt. Sec'try F	L & Myers Max Factor Panic! F	Am. Tobacco U. S. Rubber Navy Log (F)		Scott Father Knows Best F	
8:45													
9:00	Pharmaceuticals Ted Mack Amateur Hour L	Gen. Elect. G E Theatre F	Goodyear Corp. (alt. with) Alcoa TV Playhouse L (5-5) Chevy Show	Corn Prods. Press Conference	P&G (Alt. wks.) Gen. Foods I Love Lucy F	Pharmctcls. Twenty-One	Miles Labs (Alt. wks.) Gen. Electric Broken Arrow F	Pharmaceu. To Tell The Truth L	P&G Jane Wyman F	Eastman Kodak Adv. of Ozzie & Harriet F	Colgate The Millionaire F	Kraft Foods Television Theatre L	Armour Int. Cellucott Danny Thomas F
9:15													
9:30		Bristol-Myers Hitchcock Theatre F		Dodge Plymouth Lawrence Welk	General Foods December Bride F	Johnson Wax alt. with Mennen Robert Montgomery Presents L	duPont duPont Theatre F	S.C. Johnson (Alt. wks.) Pet Milk Red Skelton L	Armstrong Cork Armstrong Circle Th'tre Kaiser Aluminum Hour L	Ford Ford Theatre F	R. J. Reynolds I've Got A Secret L		Ralston-Purina Bold Journey F
9:45													
10:00	Philip Morris Mike Wallace L	P. Lorillard (Alt. wks.) Revlon The $64.000 Challenge	P&G Loretta Young F	Top Tunes and New Talent (L)	Westinghouse Studio One L		Co-op It's Polka Time L	Revlon The $64.000 Question L		Pabst Brewing Co. Mennen Co. Wednesday Night Fights L	Revlon 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F	P&G This Is Your Life	Bell System Telephon Time F
10:15													
10:30		Helene Curtis (Alt. wks.) Remington What's My Line L						Liggett & M. Spike Jones Show	No Net Service				
10:45													

	THURSDAY			FRIDAY			SATURDAY			
BC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	AFTERNOON
Tac ugh L		Toni, Nestle (Alt. wks.) Valiant Lady	*Tic Tac Dough* L		Gen. Mills Valiant Lady	*Tic Tac Dough* L		The Big Top (Sus.)	Sterling Drug True Story L	Noon
		Amer. Home Products Love of Life			Amer. Home Products Love of Life					12:15
Could You F		P&G Search for Tomorrow	*It Could Be You* L		P&G Search for Tomorrow	*It Could Be You* L			Sterling Drug Detective's Diary L	12:30
		P&G Guiding Light L			P&G Guiding Light L					12:45
e-Up L		W. Cronkite	Close-Up L		W. Cronkite	Close-Up L		Gen. Mills (Alt.) Nestle Co., The Lone Ranger F		1:00
		1:10 *Standup & Be Counted*			1:10 *Standup & Be Counted S*				L.Durocher's *Warmup* L	1:15
b 60 L		P&G As The World Turns	Club 60 L		P&G As The World Turns	Club 60 L			(1:30 to conclusion) Co-op R. J. Reynolds Major League Baseball	1:30
								Co-op Dizzy Dean Show		1:45
		Nestle 15 Min. (Alt. wks.) Our Miss Brooks F			J'son & J'son 15 Min. (Alt. wks.) Our Miss Brooks F			Co-op Falstaff Amer. Safety Razor Philip Morris Baseball Game of the Week (1:55 p.m. to concl.)		2:00
										2:15
nessee ie Ford how L		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show L*		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show L*				2:30
										2:45
NBC atinee eatre artici- ating) olor L	Afternoon Film Festival F&L Participating	Colgate Big Payoff	NBC Matinee Theatre (Participating) Color L	Afternoon Film Festival F&L Participating	Colgate Big Payoff	NBC Matinee Theatre (Participating) Color L				3:00
										3:15
		Bob Crosby (See Footnotes)			Bob Crosby (See Footnotes)					3:30
										3:45
ueen or A Day icipati L		P&G The Brighter Day	Queen For A Day Participating L		P&G The Brighter Day	Queen For A Day Participating L				4:00
		Am. Home Pr. Secret Storm			Am. Home Pr. Secret. Storm					4:15
		P&G The Edge of Night			P&G The Edge of Night					4:30
odern manc L			*Modern Romances L*			*Modern Romances L*				4:45
omedy Time F	Mickey Mouse Club (See Footnote) F		*Comedy Time* F	Mickey Mouse Club (see footnote) F		*Comedy Time* F				5:00
										5:15
							Joe Lowe Corp. Five Star Comedy Party L&F			5:30
										5:45
										EVENING
										6:00
										6:15
										6:30
		Whitehall News L			B&W, H. Bishop News L					6:45
	Gordon Bkg. Kukla, Fran & Ollie			Gordon Bkg. Kukla, Fran & Ollie			Skippy Peanut Butter This Is Galen Drake L	Vincent Lopez (Sus.)		7:00
	E. I. duPont Daly-News	Whitehall News L		E. I. duPont Daly-News	B&W, H. Bishop News L					7:15
Xavier Cugat Show L	Gen. Mills Swift & Co. The Lone Ranger F	Quaker Oats Sgt. Preston of the Yukon F	Chevrolet Dinah Shore Show L	National Biscuit Rin Tin Tin F	Hazel Bishop Beat the Clock	Xavier Cugat Show L	Yardley of London Famous Film Festival (F)	Sylvania The Buccaneers F	R. J. Reynolds Toni People Are Funny F	7:30
me Inc. les Lab News aravan			Sperry-Rand News Caravan L			Miles News Caravan L				7:45
oc. Prod ex. Esqui squerad Party	Bauer & Black Jet Bon-Ami Hartz Circus Time L	Reynolds (alt. wks.) Colgate Bob Cummings Show F	Toni (Alt.) DeSoto-Plymouth You Bet Your Life F	Chesebrough Pond's Am. Chicle Jim Bowie F	Gen. Foods West Point F	Nestle (Alt.) Bobbi & Pamper Blondie F		P. Lorillard Jackie Gleason Show L (8:30-9 sustaining)	Sunbeam Gold Seal Noxzema Kleenex RCA S & H Green Stamps Perry Como L	8:00
										8:15
Scott Father Knows Best F		Chrysler Motors Climax* L	Schick Chesterfield Dragnet F	Chevrolet Crossroads F	Gen. Foods (Alt. wks.) Ford Motor Zane Grey Theatre F	Gulf Life of Riley F				8:30
										8:45
Kraft Foods elevision Theatre L	Armour Int. Cellucotton Danny Thomas F		P&G alt. Borden Co. The People's Choice F	Mogen David Treasure Hunt L	R.J.Reynolds (Alt. wks.) C'gate P'olive Mr. Adams and Eve F	Chevy Show (5-19) Campbell Lever On Trial F	Dodge Div. The Lawrence Welk Show L	Nestle (Alt. wks.) Helene Curtis Gale Storm Show	Olds, RCA, Whirlpool Sat. Spec. 1 wk. of 4 Quaker Oats B. T. Babbitt Benrus Knomark Wesson Caesar's Hour L	9:00
										9:15
	Ralston-Purina Bold Journey F	Bristol Myers (Alt. wks.) Amer. Gas Philip Morris (Alt. wks.) Bristol Myrs. Sustaining 10:30-11 Playhouse 90 L	Ford Tenn. Ernie Ford Show L	Sterling Drug The Vise F	Schlitz Brewing The Schlitz Playhouse F	Am. Tobacco Ralston-Purina Big Story L		Curtis (St. 5-11) Whitehall (St. 5-18) Hey! Jeannie L		9:30
										9:45
P&G This Is our Life	Bell System Telephone Time F		Lever Bros. Lux Video Theatre L	Plymouth Date with The Angels F	Brown & Williamson (Alt. wks.) P&G Line Up F	Gillette Cavalcade of Sports L	American Chicle Williamson-Dickie Ozark Jubilee L	L&M Gunsmoke F	Armour (alt.) Pet Milk George Gobel L	10:00
										10:15
					Amer. Oil Hamm Time Person To			Two For The Money (Sus.)	Am. Tobacco Warner Lambert Your Hit	10:30
						State Farm Red Barber'				10:45

MORNING

SATURDAY AM

CBS: Capt. Kangaroo, sust. Mighty Mouse Playhouse, 10:30-11 a.m., General Foods, alt. weeks; Colgate; Susan's Show, sus. 11-11:30 a.m.; Tales of Texas Ranger, General Mills, alt. weeks Sweets Co., 11:30-12 noon.

SUNDAY AM

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11 a.m.; UN in Action, 11-11:30 a.m.; Camera Three, 11:30-12 noon.

MONDAY-FRIDAY AM

CBS: Jimmy Dean Show, 7-7:45 a.m.; CBS Morning News, 7:45-8 a.m.; Captain Kangaroo, 8-8:45 a.m.; CBS Morning News 8:45-9 a.m. (participating sponsors); Garry Moore, M-Th., 10-10:30 a.m.; Fri., 10-11:30 a.m.; Arthur Godfrey, M-Th., 10-10:30; (see footnotes); Strike It Rich, 11:30-12 noon.

NBC: Today, 7-10 a.m. (participating sponsors).

FOOTNOTES:

Explanation: Programs in italics, sustaining; Time, EDT; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

ABC — Mickey Mouse Club Mon.-Fri. 5-6. Am. Par., Armour, Bristol-Myers, Carnation, Coca-Cola, Gen. Mills, Mattel, Miles Labs, Minnesota Mining, SOS, Pillsbury Mills, Peter Shoe Co.

CBS—Garry Moore M.-Fri. 15 min. segments sponsored by Campbell Soup, Lever Bros., Toni, Best Foods, Yardley, Staley, Chevrolet, SOS, Swift & Co. Hoover, Nestle, Pittsburgh Plate Glass, Bird & Son, California Packing Co.

Arthur Godfrey M.-Thurs. 15 min. segments sponsored by Bristol Myers, Standard Brands, Norwich Pharmacal, Pillsbury, Kellogg, Simoniz, General Foods, Scott Paper, Sherwin Williams, Mutual of Omaha.

House Party—15 min. segments sponsored by Kellogg, Lever, Pillsbury, Swift, Campbell Soup, Simoniz, Standard Brands.

Bob Crosby—15 min. segments sponsored by Gerber Prod., Procter & Gamble, General Mills, Wesson Oil, Best Foods, Toni, SOS, Swift & Co.

SPECIAL PROGRAMS

CBS—See It Now, 5-6 p.m. May 5.

****NBC**—Chevy Show, 9-10 p.m.,

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BROADCASTING TELECASTING

May 6, 1957

mittee, succeeding **David Bland,** product group manager, Lever Bros., who will continue to serve on committee.

Byron Krasne, news director, KOLN-TV Lincoln, Neb., elected president of United Press Broadcasters of Neb.

PROGRAM SERVICES

Ben Harkins, radio production, programming and sales veteran, opens his own firm at 1426 Fifth Ave. Bldg., Seattle 1. He will engage in radio and tv production, sales promotion and advertising planning in association with Commercial Recorders Inc.

Leonard Feist, former president, Music Publishers Assn. of U. S., and presently chairman of MPA's legislative committee, named assistant to president of Associated Music Publishers, wholly-owned subsidiary of Broadcast Music Inc.

John J. Alves, account executive at WSJV-TV Elkhart, Ind., named southwest sales representative of RCA's Recorded Program Services sales staff, Dallas.

Sid Tamber, production supervisor of *The Big Payoff* (CBS-TV), Walt Framer Production, named associate producer of show. Other promotions in Framer firm are **Joe Gottlieb,** former associate producer of *Strike It Rich* (CBS-TV) and *Payoff,* to concentrate on innovations for *Strike It Rich;* **Helen Lee,** assistant to Mr. Tamber, becomes production supervisor of *Payoff;* **Lenore Miller,** replaces Miss Lee and assumes responsibility of questions for *Payoff.* **Frank Abrahams** joins Framer as production supervisor of *Lucky Lady* series to be aired on ABC-TV in fall.

Lawrence Sideman appointed national sales representative for *Romper Room* (Bert Claster Tv Productions Inc. package).

Bob Nash, formerly WPAT Paterson continuity director and freelance jingle writer, named account executive, Gotham Recording Corp., New York.

Arthur W. Levy, 56, associate sales manager of International News Photos, died April 10 in Mt. Sinai Hospital, N. Y., after brief illness following heart attack.

PROFESSIONAL SERVICES

Howard Mendelsohn, formerly press information director at WBBM-TV Chicago, to Harshe-Rotman Inc., public relations firm, same city, on special assignment project.

Noel Corbett, Young & Rubicam's Hollywood publicity department, opens his own publicity office in Taft Bldg., corner of Hollywood & Vine, Hollywood 28.

Daniel J. Edelman, owner of Chicago and N. Y. public relations firm bearing his name, elected to board of directors of Bostrom Mfg. Co., Milwaukee supplier of seating equipment for truck and tractor industry.

BETSY, finger-painting chimpanzee and tv performer, will be represented at two art exhibits in the next few weeks and has received an invitation to display her paintings at the Arthur Newton Gallery, New York. The artistic chimp developed her technique as a regular performer on WAAM (TV) Baltimore's *This Is Your Zoo.*

The paintings have brought prices up to $100. Recent sales of Betsy originals, mostly at $25 to $50, have totaled more than $2,000, according to Arthur Watson, director of the Baltimore zoo. The zoo broadcast is sponsored on WAAM by Sinclair Refining Co., placing through Morey, Humm & Warwick, New York.

Future showings of Betsy originals include the U. of Wisconsin show sponsored by the Milwaukee Art Club April 29-May 11, and the Diablo Art Assn. show at Walnut Creek, Calif., May 23-28. A Texas art group has already scheduled a 1958 exhibit of the paintings.

While continuing her WAAM performances, Betsy has fit several tv guests spots into her busy schedule, appearing on NBC-TV's *Tonight,* and CBS-TV's *Garry Moore Show* and *I've Got A Secret.* Her work first gained recognition when a Baltimore gallery paid $1,000 for an abstract painting by a contemporary artist, leading Mr. Watson to observe, "We've got a chimp who can do better than that." Art critics have found absorbing interest in Betsy's rhythmic, flowing patterns, delicate shadings and sense of balance.

Success always inspires imitation, and having been seen in a creative mood by millions of tv fans, Betsy is now acquiring imitators at other zoos. None, however, show Betsy's natural functioning of hands, arms and body, according to Mr. Watson.

PERSONNEL RELATIONS

Melville B. Nimmer, former counsel for Paramount Pictures' Studio, has been appointed legal counsel for Writers Guild of America, West.

INTERNATIONAL

Eugene Hallman, assistant supervisor of talks and public affairs at Canadian Broadcasting Corp., Toronto, named director of radio network programming. **Peter McDonald,** assistant director of program planning and production at CBC, appointed director of tv network programming.

J. Ketter, formerly of Young & Rubicam Ltd., and E. W. Reynolds & Co., both Toronto, as account executive, to manager of new Toronto office of Chicago advertising agency Arthur Meyerhoff & Co., at 33 Bloor St. E.

Bryan Vaughan to managing director of Toronto, office of Vickers & Benson Ltd., Montreal, Que., advertising agency.

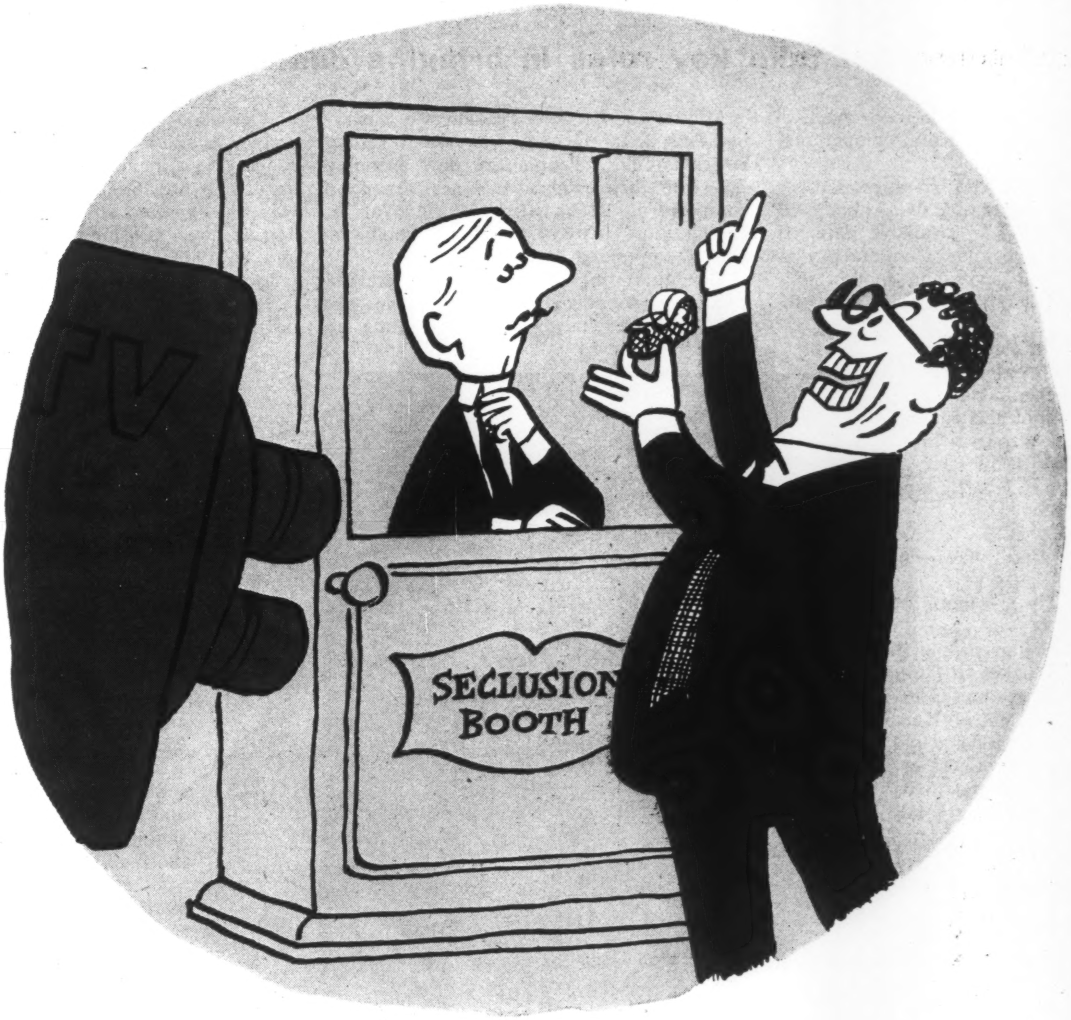
James A. Robb named manager, MacLaren Adv. Co. Ltd.'s new office at 635 Ouellette Ave., Windsor, Ont.

Peter MacFarlane, producer of tv shows on Canadian Broadcasting Corp. network, to Granada Tv Network Productions Ltd., London, as producer of musical variety shows.

Ev Smith, announcer-writer, CKCO-TV Kitchener, to CKVR-TV Barrie, both Ont., as program director.

EDUCATION

Marvin Alisky, assistant professor of radio-tv and journalism at Indiana U., Bloomington, to Arizona State College, Tempe, as chairman of mass communications department.



And now for the $128,000 question—What is "Scotch" a brand name for?

You'll win our thanks (if not a jackpot) by respecting our registered trademark when you mention our product on your programs. If it is impossible for you to use the full name correctly: "Scotch" Brand Cellophane Tape, or "Scotch" Brand Magnetic Tape, etc., please just say *cellophane tape* or *magnetic tape*. Thank you.

MINNESOTA MINING AND MANUFACTURING COMPANY

ST. PAUL 6, MINNESOTA

BUSINESS PROFILE

KROGER: FASTEST GROWING FOOD CHAIN

Radio and television take key roles in bringing customers to 1,476 stores

KROGER Co., third largest food chain, is pulling up on its two main competitors, A&P and Safeway.

Fastest growing of the big three, Kroger buys more radio and tv time than either A&P or Safeway, judging by available data. It spends more than a million dollars a year on saturation radio spots and another million-plus on locally bought television, mostly syndicated films.

Two decades of electronic advertising in a field predominantly newspaper-minded are reflected in the rapid and consistent increase in Kroger's sales. Here is the way 1956 sales of the big three (see chart) compared with 1955:

- Kroger—Up 22%.
- A&P—Up less than 4% (fiscal year).
- Safeway—Up a fraction of 1%.

Serving 54 million people in 21 states (Great Lakes to Gulf, Western Pennsylvania and Georgia westward to Central Kansas), Kroger Co. classifies radio and tv as major, 52-week advertising media fundamental to its promotion and currently totaling 22% of the advertising budget.

The postwar food chain growth, with Kroger adding tv at the turn of the decade to its radio advertising, shows this 1948-1956 sales experience:

- Kroger—Up 82%.
- A&P—Up 72%.
- Safeway—Up 56%.

Since tv became a major national medium, Kroger's newspaper advertising expenditures have ranged from 77% of total media budget in 1950 to a peak of 87.2% in 1953 and back to 78% in 1956. Television was allotted 5.5% of the 1950 budget, mostly in the last four months of the year and quickly rose to 12% as radio dropped from 17% to 10%. After trying various tv formulas, Kroger settled on syndicated films as a video background several years ago. At present radio gets 10.7% and television 11.4% of the ad budget.

These statistics tell at a glance what has been happening in the world of food chains, a world that is undergoing a major transition from small neighborhood stores to major shopping palaces.

Kroger has been eminently successful in the past. It's looking far into the future and expects 1957 sales to run $150 million over last year, continuing its unbroken 55-year dividend record.

Millions of Kroger's customers are moving into better income ranges and raising larger families. People are now spending 25% of their higher incomes for food compared to 23% before World War II, buying more luxury foods and wholly or partially prepared items.

Headquartering in Cincinnati, where the chain was founded, Kroger executives are alert to these changes and are tooling up to meet the evolution of America, 1960 version, and on toward the year 2000.

This is the story of the way one $1.4 billion retail chain spends its advertising money—something over $10 million a year. A story of money well spent, of customers persuaded to grab a cart and start through the shelved arrays of delicacies, vegetables, kitchen hardware and cleansers.

While Kroger was predominantly a newspaper user during radio's early days, the company watched with interest the evolution of major networks in the late 20s and early 30s. With appointment of Ralph H. Jones Co., Cincinnati, as agency in 1930, an itch to use this dramatic voice in a big way was apparent at Kroger's headquarters. The agency was using radio for other clients and in 1937 it came up with a formula tailored to Kroger's territory.

The formula was built around transcribed daytime serials. These had several advantages—frequency of impact (five shows a week), access to the predominantly feminine daytime audience (Kroger knew who was boss in the kitchen), a chance to select best station buys, and custom-built campaigns.

The first Kroger venture into bigtime radio was the transcribed serial *Linda's First Love*. Sweet, adorable Lil' Linda did a lot of living in a fairly gentle way for eight years. But just about the time the last shots were fired in World War II, Linda's story line was given a shot in the arm—and in the heart, too. Actually Linda had been in and out of a half-dozen affairs in her transcribed career but the Kroger and Jones people decided she should shoot the works and take the fatal step.

Millions of women were startled in Mid-October of 1945 to discover that Linda's current love was for keeps. Drama was injected day after day and, after 2,200 episodes, Linda had herself a husband; the ladies of 18 states had a new interest in Kroger's coffee, and Kroger store managers gained a new appreciation of radio. Helping in a big way to stir up interest was a 27-station percolator fired by a Kroger-Jones merchandising campaign and a contest (I like Kroger's coffee because . . .") that offered big, costly appliances to contest winners. Kroger's first peacetime sale campaign since 1941 had as its theme, "Linda's Wedding of Values."

When it was over, Kroger officials were happy to declare that radio had always done a good job for the company.

Linda had been flanked during these years by two other serials—*Mary Foster, the Editor's Daughter*, for bread, and *Hearts in Harmony*, for Tenderay Beef.

A Kroger-Jones party was staged in New York Feb. 1, 1947, to celebrate the 10th anniversary of Linda, whose episodes numbered 2,600. Some of the cast who had been with the show from the start received

Text continues on page 122

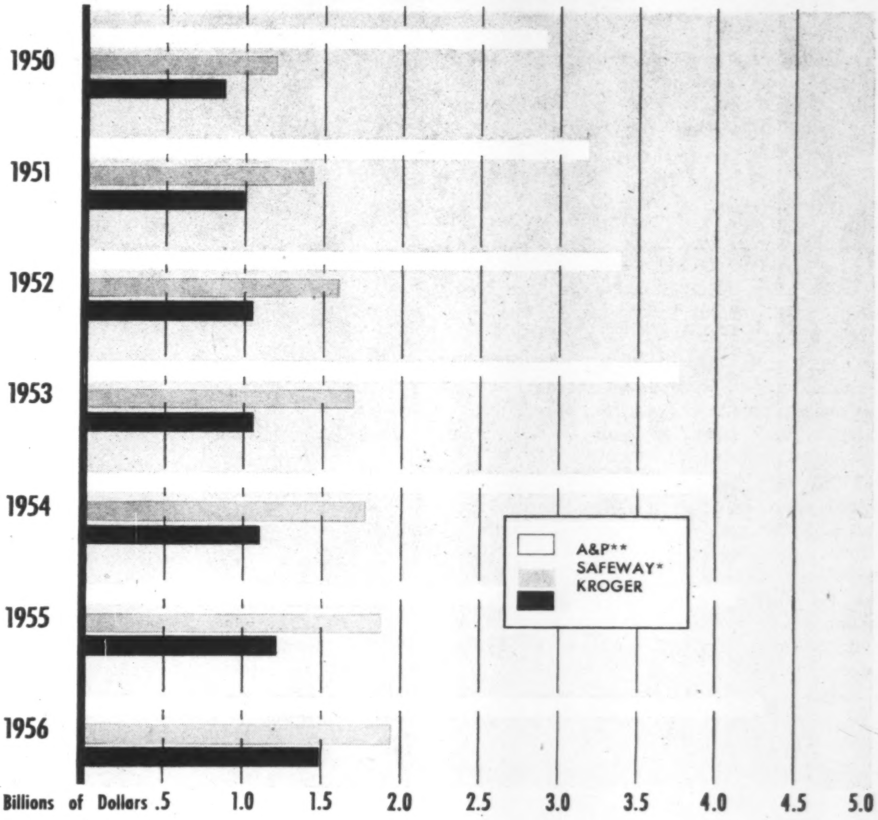
THE BATTLE for the American food dollar becomes fiercer every year. Kroger Co. has its 1,476 stores in the heart of the nation where its energetic executives are competing against A&P, Safeway and other chains. Matching their sales records shows that Kroger is gaining on its two main rivals.

With the nation's food bill now running $70 billion a year, Kroger is sensitive to the fact that women handle most of this money and possibly two-thirds of all personal expenditures ($266 billion in 1956).

Kroger uses consumer advertising media in substantial amounts. Since Mrs. America spends a lot of time at home—although 30% of married women do some sort of outside work to raise their living standards—Kroger catches the chief food buyer during daytime hours with saturation radio spots that start Wednesday and generally wind up Friday. In the evening hours Kroger has syndicated tv films that catch both Mr. & Mrs. America at home.

Newspapers, of course, are widely used by Kroger. Their price-listing appeal is appreciated but the chain has found the answer to food-store promotion—radio, tv, newspapers.

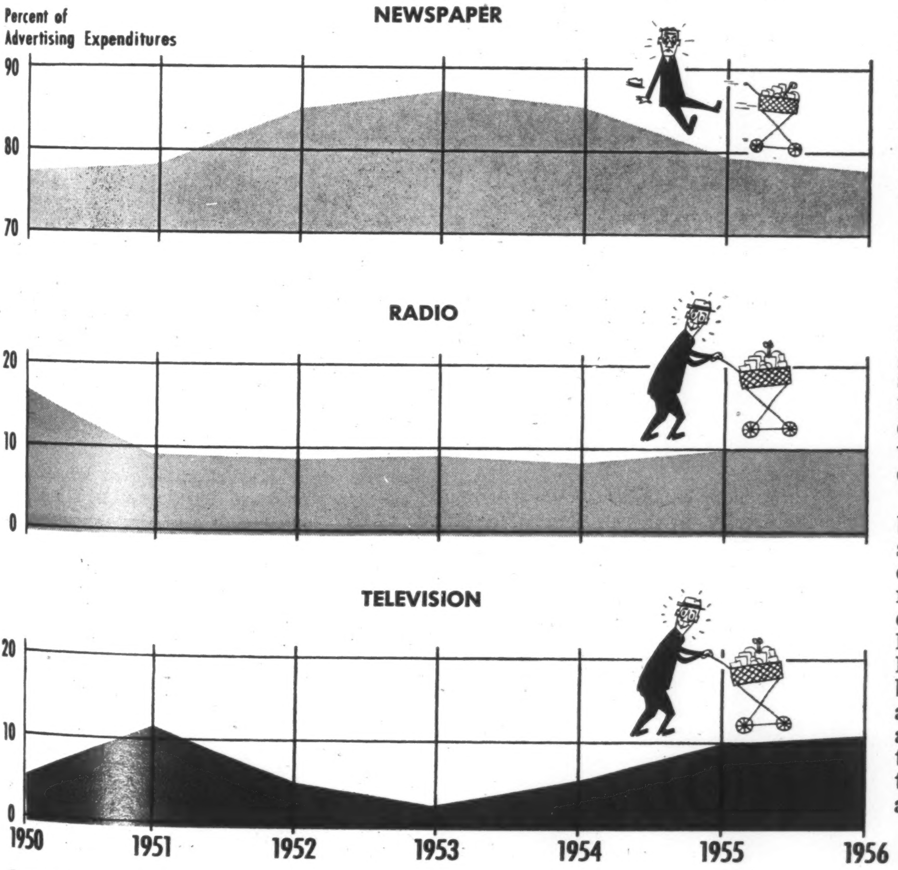
THE BIG THREE IN FOOD SALES



* Total retail sales, U. S. and Canada. Wholesale sales ranged from $34 million in 1950 to $57.2 million in 1956.

** For fiscal year ended Feb. 28.

HOW KROGER'S AD BUDGET HAS CHANGED



KROGER's advertising budget has had its ups and downs through the years, but the downs have been confined to the sums allotted to particular media. The media pattern since television's advent has been typical of the sensitive feel Kroger has for the public pulse.

The chart demonstrates how newspapers had roughly three-fourths of the mass-media budget at the turn of the decade, with radio getting roughly 17% and tv less than 6%. Radio was cut back in 1951 as Kroger followed the advertising trend by signing up for a costly production, the Alan Young series. This million-dollar venture didn't work out as well as hoped, so Kroger started all over again in the visual medium.

Starting in 1952, the chain began buying local shows. It emphasized syndicated films and locally-produced commercials which were augmented by specially filmed commercials. Now Kroger is buying tv, and lots of it. While television was at a low ebb in the 1952-54 period, radio began to take a larger share of the advertising budget and newspapers at one point had seven-eighths of the total. This has since settled down to a little over three-fourths as radio and tv get 22% of the total.

medals and store officials told guests the program had carried coffee sales to an alltime high.

Kroger's faith in radio was emphasized by its expenditure of nearly $9 million in the medium between 1941 and 1948. Since the commercials had been system-wide instead of local, many of the division and store managers weren't sold on this type of selling. They liked to look at a specially priced item in a full-page newspaper ad and think in terms of customers who came in for a special and left with a loaded cart. This local sentiment was taken seriously in Cincinnati and the thought developed that maybe *Linda, Miss Foster* and *Hearts* had seen their most effective days.

Obviously radio had established a place in the headquarters' heart. But these aggressive sellers began to watch another new advertising technique—selling by television.

The three serials were replaced by a live audience show, *Share the Wealth*, with transcribed segments used on radio stations around the Kroger marketing area. The account left Jones during this period, winding up at Ruthrauff & Ryan. The programs were staged around Kroger territory. Quiz programs, of course, were the radio rage at that time.

In searching for a radio formula that would bring back the chain's account, the Jones agency came up with a revolutionary plan of saturation spots. This was designed to take advantage of local radio's hold on the community, give divisions a chance to advertise their own specials on a flexible basis and reach a large audience throughout the broadcast day at the peak selling period late in the week.

This idea appealed to Kroger headquarters and the account returned to Jones in September 1951. The saturation spot idea caught on with the divisions and it's now popular all around the circuit.

Concentration on Buying Days

At the Jones office in Cincinnati, a complete organization was set up to do the complicated processing job. Local units promoted items exclusively on radio and finding quick results, began to regard it as an important part of the advertising program. Since Friday produced 40% of the week's sales, and Thursday-Friday-Saturday about 80%, radio spots were timed to reach housewives during daylight hours in the latter days of the week.

Division managers went along with the novel saturation idea, featuring one or two items in a series of spots. Sometimes two stations were used in a single city and a good share of them were in the lower-power category. Frequently the Jones time-buyers ran into problems. They would go to a station with this approach, "We want to buy saturation spots 52 weeks a year. You have no saturation rate. We know your coverage and ratings. Let's see if we can get together on a rate." Usually they could, and many stations started adding saturation rates to their rate cards.

Currently the Jones agency is buying spots on 160 radio stations, running from 10 up to 90 and averaging around 25 a week, mostly daytime. It's getting tougher, week by week, to buy good daytime radio spots, according to James M. Nelson, Jones vice president-account executive.

B·H·Kroger
Groceries

MERCHANDISING IN THE '80s: 'Just picked this morning, ma'am.'

Radio was and remains a bargain when evaluated at listeners-per-dollar, Kroger officials are convinced. The millions of homes reached and impressions made in the course of a week are important factors in the growth of the chain. The impact of saturation radio spots dwarfs that of the three-serial campaigns of the last decade. One of the exciting events of that decade had been the announcement in October 1947 of a $500,000 Kroger advertising campaign embracing radio, newspapers and magazines. The radio effort had included 1,790 spots on 33 stations with Fred Allen, Al Jolson and Amos 'n' Andy transcribing announcements for their respective sponsors' products. These closed with a suggestion to buy the products "at your nearest Kroger store."

Television's early years were observed with interest at Kroger headquarters and around the divisions. As stations took the air in the marketing area, Kroger decided to enter the new visual medium with a splash. This consisted of a kine of the *Alan Young Show*, starting in September 1950. The series cost more than a million dollars before it was cancelled at the end of 1951.

Again a major media decision was strongly influenced by division opinion. Managers and store owners couldn't get overly excited over this deluxe advertising so Kroger started exploring local shows, but with caution. In 1952-53-54 the company bought local tv on a modest scale. Gradually the divisions accepted these local programs and by 1955 Kroger was known to be in the million-dollar tv bracket—all of it local.

One of the secrets of Kroger success in using radio and tv is based on the skillful way it adapts its merchandising methods to the special advantages of each medium. Since it considers radio a low-cost and multiple-impression device in each community, it successfully sells special items and service features to the daytime audience in an effort to attract traffic.

Local tv programs, with high-standard local commercials, provide a greater opportunity to tell a complete story, it's believed at Kroger, which regards tv as a hard-sell medium. "You can sell on radio; you can sell and demonstrate on tv. Actually, you can do everything but eat the food," one official explained. One tv commercial often brings immediate sales results the same week. In the case of radio, Kroger counts on repetition or frequent exposure. Most of the tv programs are at night whereas radio spots go from 6 a.m. to 4 p.m.

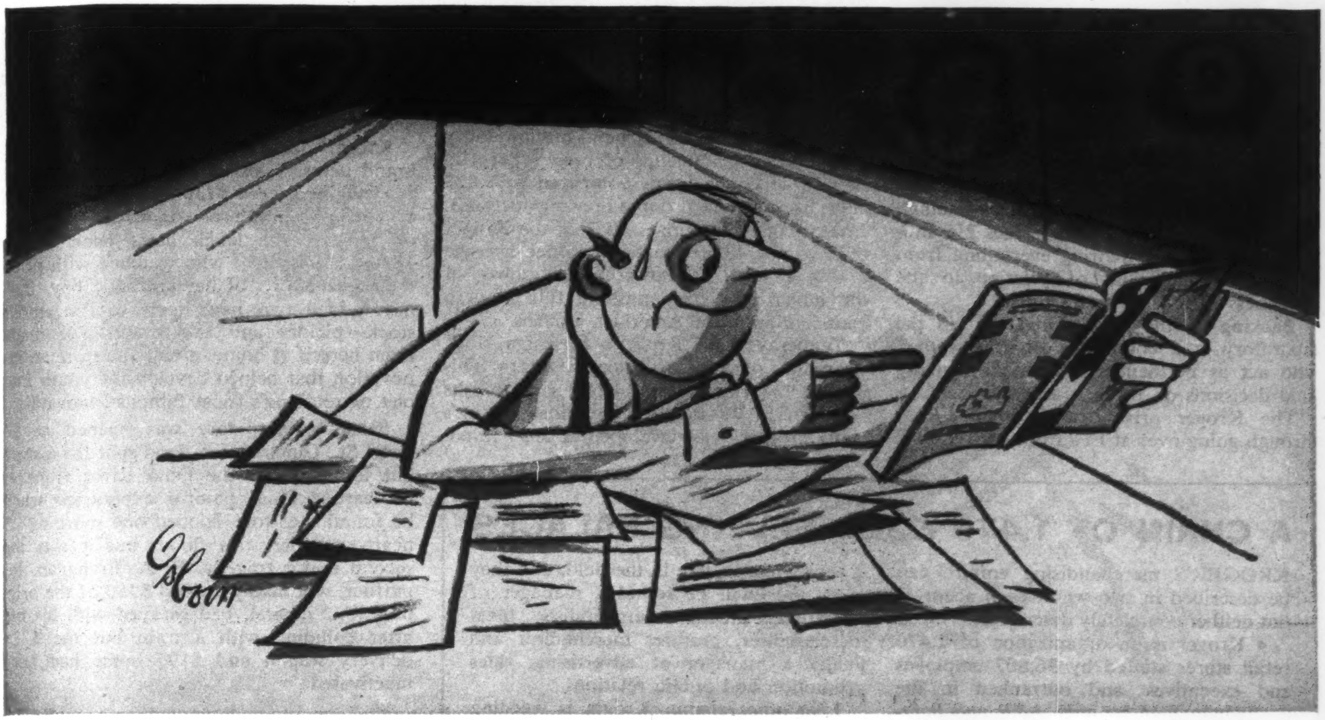
Starting nearly 75 years ago, Kroger stores have used heavy newspaper space regularly. Newspaper advertising was retail price listing in the 1880s and it hasn't changed too much. The newspaper advertising copy is prepared locally and the chain feels an advertising agency isn't necessary, as in the case of radio-tv, since most retailers are newspaper-minded. One thing about newspapers, Kroger advertising men say—it's easy to check newspaper circulation. Each division has its own newspaper advertising department.

Magazine Used Sparingly

The only Kroger magazine advertising campaign is based on a special edition of *Family Circle*, sold in the stores and containing live editorial inserts and color spreads covering the chain's products and services.

Every store is keenly aware of what's going on around its community, particularly on the electronic media. Dump or end-island displays carry signs announcing the time of broadcasts. If bread is to be featured in advertising in Dayton, the manager will order enough so that he doesn't run out by early afternoon. This coordination of advertising and sales promotion has achieved one particularly important internal effect—the division people who are paying for these radio-tv campaigns believe in the

Another way SRDS helps sell time



you are secure in the knowledge that your story is accessible

...accessible weekends and after hours

when agency men so often use SRDS

in planning ad campaigns.

with your Service-Ad in Standard Rate & Data

you are there

selling, by helping people buy!

SRDS Standard Rate and Data Service, Inc.
1740 Ridge Avenue, Evanston, Illinois
Sales Offices: New York • Evanston • Los Angeles

media. After all, the division has the right to decide how it will advertise. There's still room for improvement, Kroger men concede, in educating store personnel and the entire food industry in more effective use of radio and tv but a lot of progress has been made.

Kroger private brands are effectively promoted on all media and with vivid impact on tv. A library of 150 specially produced film shorts offers unlimited opportunity to build the Kroger name and develop community attitude.

Kroger operates what it proudly calls the largest and most complete food-testing and development laboratory in the retailing world. This Food Foundation does 2½ million tests a year, exploring everything from the quiver coefficient of gelatine to the toughness of a jelly bean's crust.

Backing up the professional staff in the laboratory is a committee of 750 women who act as permanent advisors in making final decisions on product acceptance.

The Kroger private label items get a through going-over at FF, from early dream stage to finished product. After an item has been accepted for store shelves it continues under careful scrutiny in a constant effort to improve quality. A non-Kroger product is given a brutal beating at FF before acceptance, and careful attention is paid to new food developments around the world.

All this provides good promotional copy for the radio and tv programs. A consumer information service supplies material for clubs, schools and other groups.

FF has found that that its Kroger instant coffee, produced in a new million-dollar plant, yields 6,540 cups of brew from 100 pounds of coffee beans compared to 3,825 cups from standard home-brewing methods. Instant coffee comprises 40% of the Kroger total compared to a national coffee average of less than 30%, reflecting the power of the advertising copy pushing this modern contribution to the American kitchen.

Tenderay Beef, Kroger's exclusive label, is another darling of the copy writers. This process of achieving in 44 hours the results obtained in 20 to 30 days under nature's aging process, was developed in 1939 in co-operation with Mellon Institute and Westinghouse Electric Co. Kroger's beef promotion technique is one of the most effective in the retailing field.

Director George F. Garnatz, of FF, and Jean Allen, home economist, have appeared on countless radio and tv programs around the 21-state Kroger marketing area as well as on such national shows as NBC's *Home*, which sent a crew to Cincinnati to do a feature on Kroger's way of controlling quality.

Kroger does a big business in private-brand items. Sales of Kroger manufactured foods alone exceed $130 million a year. The practice of selling products made by Kroger, or carrying the label, dates back to the 1880s. Ma Kroger, who watched with pride the brave efforts of her energetic boy, Barney, added two new items to the store's stock—pickles and sauerkraut. She made them herself at home, giving the store an innovation that helped develop the youth into one of retailing's most famous innovators.

Barney's first store was opened at 66 Pearl St., Cincinnati, a good spot for a store but too close to the Ohio River front as he learned from painful experience when he found the store flooded one morning. A heart-wrencher, this flood, but it was the second major tragedy. B. A. Branagan, his partner, who had provided $350 of the original $722 capital, had escaped with his life after colliding with a train but the $225 delivery wagon and $195 horse had been inactivated.

Six Outlets by 1881

Other early crises were survived and by 1891 six stores had been opened. Kroger Grocery & Baking Co. was incorporated in 1902, with 40 stores in operation and $1.7 million annual sales, roughly the annual business currently done by a better than average Kroger store.

Two personality factors strongly influenced the early evolution of the Kroger empire. Barney Kroger had a salty tongue and expressed himself with vigor and enthusiasm. Possessed of these traits, he naturally saw first-hand the impact of words and pictures on the public.

When the original delivery wagon, painted red with fancy gold lettering, attracted local attention, young Barney replied to a friend who called it a "circus wagon," this way: "Good. If you noticed it, so will other people. It's good advertising."

Ever since, Kroger stores have been active advertisers. After buying out his partner in the first store for $1,500, Barney Kroger was free to use his own judgment. He started running food ads in Cincinnati newspapers, shocking some of his competitors into trying the same stunt. These ads were big and quite similar to the typical 1957 advertisement for food stores.

The one-store business grew into a chain and B. H., as the big boss came to be known around the expanding organization, would buy a whole carload from a salesman, cut down the profit per item and run a big newspaper ad. Again competitors were shocked, and again they tried the same tactics.

After the 1902 incorporation, B. H. started looking beyond Cincinnati's borders,

A CHAIN OF 1,476 FOOD-SELLING PALACES

KROGER'S merchandising empire can be described in two ways, each accurate but neither completely descriptive.

- Kroger is an organization of 1,476 retail stores staffed by 36,807 employes and executives, and outranked in the food-chain field by only A&P and Safeway.
- Kroger is a service enterprise owned by 26,621 shareholders who have 3,827,307 shares of stock that earned $4.41 each from the profit on 1956 sales of $1,492 million.

In its role as third largest food merchandiser in the world, Kroger is committed to local autonomy. Top policy and objectives are drafted by Joseph B. Hall, president, and a cluster of eight vice presidents. From there on it's up to the divisional managers, who hold local vice presidential rank in most cases and operate business groups that gross anywhere from $20 to $150 million a year.

A division in itself is a big business, essentially area in character. Each division has a distribution center supplying its stores. Most operational decisions are made at the division and local levels, where the facts are known by officials close to community needs and habits. A division merchandising session, including grocery, meat and produce men, will make the buying and selling decisions for the week. It's their responsibility to sell the merchandise, including Kroger's own products, which last year reached $130 million.

Division headquarters at a Kroger store cluster looks a lot like the main office of a medium-sized corporation, except it's probably busier. In St. Louis, for example, Robert A. Hughes, a merchandiser of many years' experience, runs the 110-store business as division vice president. Under, around and in general proximity to Vice President Hughes—except when they're in the field, and they often are—will be found a manager of operations, grocery merchandiser, meat merchandiser, produce merchadiser and finally a manager of advertising, sales promotion and public relations.

Like other chains, Kroger is weeding out small stores and replacing them with strategically placed supermarkets, often on a lease basis. In the last five years the chain has opened 448 new stores, remodeled 296 and closed 1,058. It has spent $69.5 million for new stores and equipment. Another 89 outlets were acquired by absorbing the Henke & Pilot, Krambo and Big Chain groups. In 1956 store area was increased over a million square feet. Last year $41.9 million was spent for new stores, distribution centers, warehouses and other facilities, compared to $25.8 million in 1955. The 1957 outlay will run about $46 million, a pace that will be continued through the rest of this decade.

Stockholders shared in $17 million net income in 1956, a 19% gain over 1955. Sales in that period rose from $1,219 to $1,492 million, a remarkable 22% gain that Mr. Hall said was due mainly to "increased tonnage, since prices of food products increased only about 3%."

Despite the tendency of Kroger and the other food chains to lease rather than build, a new project in Toledo, Ohio, is catching the eyes of merchandisers. Here Kroger has bought Swayne Field, home of the Toledo baseball Mudhens, and the centrally located ballpark will soon become a shopping center, with Kroger having a big market and leasing space to other retailers.

It takes a lot of goods to stock the shelves of 1,476 stores and the current Kroger retail inventory runs $94 million, equal to about 25 days sales. Total assets were $259 million in 1956, $230 in 1955.

YOU MIGHT PITCH A PERFECT WORLD SERIES GAME—*

BUT. . . NIELSEN PROVES YOU NEED WKZO-TV TO STRIKE THEM OUT IN KALAMAZOO-GRAND RAPIDS!

NIELSEN NCS NO. 2
NOVEMBER, 1956

		DAYTIME		NIGHTTIME	
Station	No. of TV Homes In Area	Weekly NCS Circ.	Daily NCS Circ.	Weekly NCS Circ.	Daily NCS Circ.
WKZO-TV	633,120	421,820	292,720	464,530	378,080
STATION B	512,980	310,720	203,170	348,140	278,660

November, 1956 Nielsen figures (left) show that WKZO-TV is the top buy in one of America's top-20 television markets. In fact, WKZO-TV delivers more viewers nighttime DAILY than the second station delivers MONTHLY, day or night!

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids and Greater Western Michigan. It serves over 600,000 television families in 29 Western Michigan and Northern Indiana counties.

100,000 WATTS • CHANNEL 3 • 1000' TOWER

AM-TV-FM

The Fetzer Stations

WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
KOLN-TV—LINCOLN, NEBRASKA

Associated with
WMBD RADIO—PEORIA, ILLINOIS

WKZO-TV

Kalamazoo-Grand Rapids
and Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

** Don Larsen of the Yankees did it on October 8, 1956* settling on Hamilton, Ohio, for the first outside branch. By 1910 there were stores in Dayton and Columbus. Among other innovations was operation of a Kroger bakery that made low bread prices yield a profit. Meat departments were added, a novelty in chain merchandising. In 1912 B. H. bought a St. Louis chain and spread on to other midwestern cities. Still another precedent-breaker was the Kroger-owned truck fleet.

These early shatterers of custom—advertising, quantity buying with low-pricing at a small profit, food-producing units and efficient warehouse-transportation methods—are still practiced by Kroger and of course are common to the entire chain merchandising industry.

One of B. H.'s original store slogans is still heard around his chain—"Be more particular than your most particular customer."

3 AGENCIES SERVICE KROGER RADIO-TV ACCOUNTS

THE job of processing over 4,000 assorted radio announcements tailored to 1,476 Kroger stores is performed weekly in the workshoppish quarters of Ralph H. Jones Co., up on the 31st floor of Cincinnati's lofty Carew Tower.

The complicated chore culminates Friday afternoon in a setting reminiscent of a post office scramble the Sunday before Christmas. Three-score harassed executive and clerical workers write, process, sort and dump into mailbags the commercial continuity for 168 stations taking part in Kroger's saturation radio campaign.

Since local autonomy features the Kroger organization, with 27 division vice presidents carrying full responsibility for as many as a half-hundred stores (each averaging over $1 million in sales per year), radio's community character, low cost-per-1,000 and speedy processing of copy fit neatly into the pattern.

Early in the week the 25 divisions serviced by the Jones agency teletype their spot orders, and usually each division has its own special copy emphasis—39 cents a pound for frying chickens, 31 cents for pork loin roast (rib end), or Kroger golden shortening, 3-pound can, 89 cents. Copy is written, okayed, processed—sometimes with blanks for last-minute price insertions. The station spots are mailed Thursday and Friday to divisions, which send them to stations and keep file copies. Sometimes a spot teletype order is received in Cincinnati Friday afternoon and mailed before quitting time.

"This is God's own miracle," said James M. Nelson, vice president and account executive as he scanned the operation. Ann Smith, Jones' radio-tv director, supervises the project under guidance of Mr. Nelson and President C. M. Robertson Jr.

Two people at Jones do nothing but check station affidavits of performance. Others work on the 36 programs telecast weekly on 30 tv stations, one of the major localized television campaigns in the nation. Two viewing rooms are in constant use as new programs are scanned and prints are checked for sound and video quality.

Five Jones field servicemen are on the road four days each week, checking on radio and tv station performance. Each tv show is monitored at least once a month and constant contact is made with the 30 stations on the tv schedule.

Current syndicated tv programs include *Highway Patrol, State Trooper, Men of Annapolis,* new *Martin Kane* series, *Whirlybirds, Mr. District Attorney, Last of the Mohicans, Sheriff of Cochise, Public Defender* and *Frontier Doctor.* Feature films are used in one city.

The tv programs are checked by audio tapes and a homemade kinescope system. The idea is simple—field men carry film cameras and merely shoot the commercials off a motel or hotel room tv receiver. Since the bulk of commercials for the film programs are live, and produced locally, these homemade kines may be technically crude but they make pretty good sense back in the Cincinnati viewing chambers.

An extra week's lag between preparation of tv commercials at the agency and appearance on the air is allowed because of production problems. The Jones people realize that most food commercials on tv are likely to be compared to those on *Kraft Theatre* and other network productions. Stations are anxious to match the network standards and the production is usually of a good quality.

The 110 stores of Kroger's St. Louis Division, serving an area within 125 miles of the city, place advertising through Campbell-Mithun Inc., headquartering in Minneapolis. This arrangement came about as a result of Campbell-Mithun's handling of advertising and promotion for Top Value trading stamps. At Kroger's request, the agency made a presentation last June and was appointed Nov. 4 after proposing what is called "The St. Louis Marketing Plan."

SEVERAL THOUSAND Kroger radio announcements clear through this traffic board in the office of Ralph H. Jones Co., Kroger agency. Robert Bliss, Jones traffic manager, removes a tag showing that a spot has been completely processed. Names at left are Jones staff members responsible for commercial copy.

Charged with the task of creating "an outstanding personality" for stores in the division, plus some simultaneous sales building, Campbell-Mithun developed the "Personal-Word Guarantee" device, a written guarantee on every purchase from a Kroger store.

While Kroger has always guaranteed everything it sold, a new gimmick was added—a guarantee printed on the back of a new green-colored cash register slip. This guarantee idea was advertised by heavy radio schedules, two St. Louis tv programs, newspaper space and colorful store displays.

Later campaigns for the St. Louis Division were drawn up for such Kroger exclusive items as Tenderay beef, the new Blossom Fresh bread and the currently promoted Cackling-Fresh eggs.

The electronic media were heavily emphasized in each product push, with some genuine trail-blazing techniques that lifted many a retailer eyebrow. These included:

- Special musical jingle for radio commercials, featuring the personal-word guarantee.
- Animated film commercials on television programs.
- Full-page four-color newspaper space.
- Outdoor postings (24-sheet) in major cities.

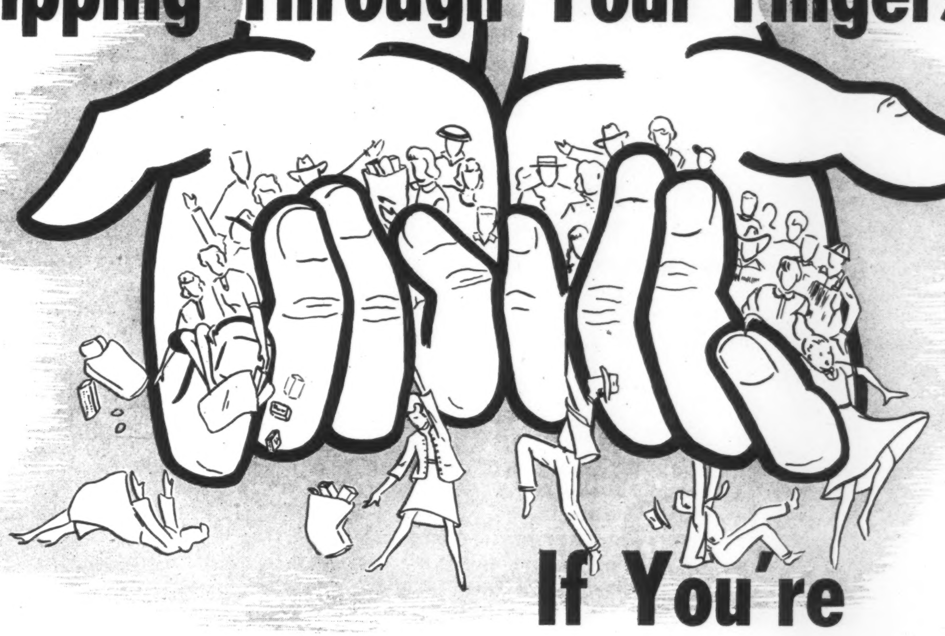
Spot radio schedules, totaling 192 spots per week, were bought on three St. Louis stations as well as outlets in Jefferson City, Columbia, Hannibal and Farmington, Mo., and Quincy and Effingham, Ill. The films telecast in St.Louis are *Dr. Hudson's Secret Journal* and *Highway Patrol.*

The Pittsburgh Division has been placing advertising through Wasser, Kay & Phillips for several years. The agency, headed by a former Pittsburgh broadcaster, G. S. (Pete) Wasser, has its own production setup for radio and tv commercials. The appointment, made at the time the division was entering television, was based on a desire for local agency handling of advertising. Current tv programs are *Highway Patrol* in Pittsburgh and Steubenville, Ohio. The division embraces stores in Western Pennsylvania and Eastern Ohio.

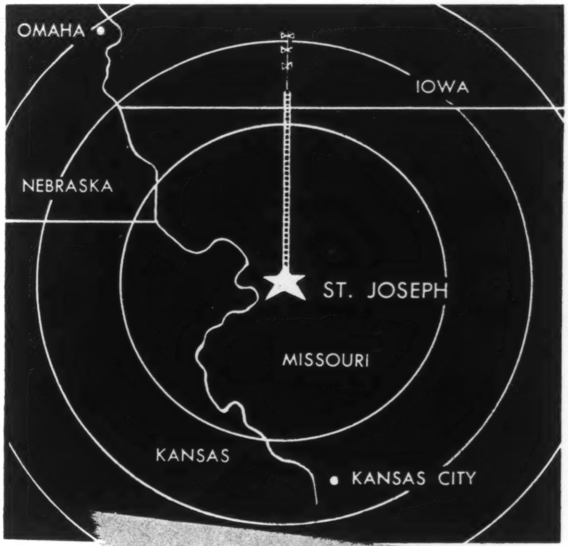
Thus, three advertising agencies handle one of the major spot projects in radio-tv, custom-building each commercial to the community and area served in an effort to secure the maximum amount of store traffic and sales impact from each commercial message. Working with division and store personnel, the agencies carry on intensive promotion activities. And when a new store is opened, everyone around knows about it as kilocycles, megacycles and print media join in a barrage that's bound to reach every dwelling except maybe a few caves—and chances are that the cave-dwellers have a small radio or tv dipole.

883,700 PROSPECTIVE CUSTOMERS ARE

Slipping Through Your Fingers...



If You're


OMAHA
IOWA
NEBRASKA
ST. JOSEPH
MISSOURI
KANSAS
KANSAS CITY

MISSING THE BIG ST. JOSEPH MARKET

37 County coverage area in one of Nation's Leading Markets

NOW ON THE AIR
WITH FULL POWER
100,000 WATTS

CHANNEL 2 — CBS — ABC — NTA

KFEQ-TV 2

ST. JOSEPH, MISSOURI
A KENYON BROWN STATION

Blair Television Associates, Rep.

a tribute to radio sponsors

A & P Tea Co.
Adam, Melrum & Anderson
Aladdin Carpet
Allsweet Margarine
Amoco
Anacin
Arrid
Bartlett Buick
Bayer Aspirin
Beneficial Finance
Ben Gay
E. Clark Bennett
Berriman-Graham
Bestway Stores
Birdseye Products
Blue Dew
Brown Motor Sales
Bufferin
Buffalo Audio Center
Buffalo Industrial Bank
Buffalo Raceway
Buick Dealers
J. Burnham
Cadillac
Cadbury Fry Export Ltd.
Camel Cigarettes
Capital Airlines
Carter Products
Cavalier Cigarettes
Center Theatre
Chesterfield Cigarettes
Chevrolet
Chrysler
Cladco Distributing
Clapp's Baby Food
Coca Cola
Coco Wheats
Coldene
Colgate
Contadina Tomato Paste
Continental Baking
Crystal Beach Transit
D & E Motors
Deco Restaurants
DeSoto Dealers
Dial Soap
Doans Pills
Dodge Dealers
Don Allen Chevrolet
Dow Anti Freeze
Dromedary
Esso
Eveready Batteries
Faysan Distributors
Fletcher Castoria
Ford Dealers
General Tire
Glamur Products
Gliston
Greyhound Corp.
Half & Half Tobacco
Hit Parade Cigarettes
Hometown Bread
Honig Jewelers
Hotpoint Appliance
Household Finance
Milton H. Hubers
Ice Capades
Ice Follies
Ideal Dog Food
Instant Jello
Instant Postum
Iroquois Beer & Ale
Iroquois Gas
International Harvester
Jello Pudding
Kaufmann Bakery
Keebler Biscuit
Kleinhans
Kobackers
Labatts, Ltd.
L[illegible]o Shampoo
Ladies Home Journal
Lafayette Theatre
Lewin Bros.
Libby McNeill & Libby
Liberty Bank
Lifebuoy Soap
Life Magazine
Lincoln Mercury Dealers
Thomas J. Lipton
L & M Cigarettes
Magla Products
Manufacturers & Traders
  Trust Co.
Marine Trust Co.
Miles Laboratories
Milk for Health
C. F. Mueller Co.
Muffler Shop
Arthur Murray Studios
Nescafe
New York Telephone
Niagara Frontier Health
  Foundation
No-Cal Beverages
Northern Paper Mills
Norwich Pharmacal
NuWay Stores
Ontario Government
Oregon Pear Council
Pacquin
Pal Blades
Pall Mall Cigarettes
Paramount Theatre
Parsons
Pepsi Cola
Pepsodent
Pfeil Lumber Mart
Philadelphia & Reading Coal
Phoenix Brewery
Pinex
Plymouth Dealers
Pontiac Dealers
Prestone Anti-Freeze
Ray-O-Vac
Reader's Digest
Reading Anthracite
Rise Shave Cream
Roman Meal Bread
Royal Bedding
Salada Tea
Salem Cigarettes
Sanka
Sattlers, Inc.
Saturday Evening Post
Sears, Roebuck
H. Seeberg
Seven Up
Shields & Co.
Silk N Satin
Wm. Simon Brewery
Simoniz Co.
L. B. Smith
Joseph Snider
Socony Mobile
Squirt
Stevens Buick
Sun Oil
Tastee Freez
Texaco Gas
Tilo Roofing
Thruway Plaza Merchants
Treadway Inn
Twin City
Utica Mutual Insurance
Viceroy Cigarettes
Web-Cor
Welch Wine
Western Savings Bank
Westinghouse
Whiteman Song Shop
Willard Tablet
Winston Cigarettes
Your Host Restaurants

WHO KNEW a year ago that you could get "Eight big tomatoes in an itty bitty can"? Only the sponsor knew then, ... now, 160 million people know — thanks to *Radio*.

THE SAME 160 million people that "Wonder where the yellow went", that "Get more bounce to the ounce", that know where to get a good deal on a new or used car. And the reason they know is *Radio*.

RADIO — that in one year brought fame and fortune to the Elvis Presleys, Pat Boones and Harry Belafontes, ... simultaneously brought highly successful sales results to automobile manufacturers, food dealers and the store around the corner. Yes, *Radio* today sells everything from baby foods to baby grands — from pills to pillow cases.

In honor of National Radio Week, we salute those sponsors who have the foresight and judgement to choose *Radio* ... one of the most powerful advertising mediums in the world.

WGR
RADIO
"The Voice of Buffalo"

MONDAY MEMO

from MARION HARPER JR., *president, McCann-Erickson*

HOW AGENCY SERVICES CUT THE RISKS IN TV

Photo by Louis Nemeth

Marion Harper Jr.; b. Oklahoma City, May 14, 1916; ed. Phillips Academy, Andover, Mass., grad. Yale U. 1938. Joined McCann-Erickson 1939, rose through research assignments, became president in December 1948. Then agency had 24 offices, 1,200 employes. Now it has 38 offices, employs 3,500.

ONCE upon a time there was an advertiser who had a hunch that it would be a good idea to get into television. He telephoned his advertising agency.

The account executive lifted up a copy of the TELECASTING YEARBOOK-MARKETBOOK and turned to the section, "Program Production Firms." Picking a name at random, he called up and requested the firm to send over the best pilot film available. He took the film to the projection room of the network nearest his office, looked at half of it, bought 52 episodes from the supplier and that same day booked a year's prime evening time over 150 stations.

There are times and places for dreaming—even in the advertising business—but too often one can be carried away. May we start over?

The era has long passed (if it truly ever existed) when an advertiser "gets into" television on a hunch and an advertising agency services that advertiser's television programming by the mere purchase of an available show and time period.

An advertising agency serves its clients long before a decision is reached to use *any* media. But before the birth of a television program the prenatal care is more demanding. The contributions of skilled research, media, marketing and creative specialists must be supplemented by the talents of a well trained corps—within the agency—of professional showmen, who will give "added service" to the sponsor. These "added services" are a must for any client, large or small, who prefers to invest—not risk—his advertising dollars in television.

Once the need for a television program has been established the next obvious step is the search for the best possible show to meet the marketing plans of the client. It becomes the responsibility of the agency to find this program, or if it does not exist, to create it or assist in its creation.

If the program is "found" it will not have been the result of a telephone call or a cursory examination of a few available properties. Excellent television ideas which will not only draw large audiences, but specially required audiences, are too few. (In a year, McCann-Erickson will review some 600 pilot films, scripts, formats or show ideas, and may analyze 30 within one particular category in order to select the right one for a particular product exposure.)

Further, within an advertising agency, there must be people who through constant contact with all creative branches of show business are acquainted with not only what *is* available but also with what *may be* available, and, if necessary, bring together known and respected talents necessary for the creation and performance of a successful show.

Once television is embraced, it becomes the agency's further responsibility that this embrace does not become a kiss of death. Having used its best judgment in recommending a program to a client, the agency must participate constructively in the development and perfection of that program. This, of course, includes the selection, after careful study and constant communication with network officials, of the proper time franchise. But a top time franchise no longer insures adequate return for the investment. The show itself must produce the return.

What if the show fails to get off the ground, or if it does, falters within a few months, or suddenly for no apparent reason begins to wither? Added, intense service must be quickly supplied by the advertising agency on behalf of its client. Constructive suggestions must be presented—whether they call for a change in writers, directors, producers, actors, a revision of the entire format, or a return to the quality of the production originally purchased.

Preventive medicine, of course, is preferred. A show professionally supervised, week in, week out, by the client's advertising agency has a better chance of survival than one left to its own devices. The selection of the material, casting, writing, rehearsals and on-camera time (whether the show be live or film), all the preparations right up to the moment of the broadcast are services deserved by clients today.

We are particularly aware of these responsibilities, since almost half of our clients' total domestic advertising investment (over $100,000,000) is in television—largest volume of any agency.

While all Hollywood last year produced 413 hours of feature films, McCann-Erickson in 1957 will be responsible to its clients for the production of 531 hours of television entertainment.

The agency will also be responsible for the preparation of the commercial messages which go into these programs and those used in spot campaigns. The same planning that results in a newspaper or magazine campaign—and that integrates the best available market research and product analysis—goes into the development of commercials. The television creative staff is prepared to furnish all the ingredients of an effective commercial, from script to singing jingle to cartoon or photographic storyboard, to testing of commercials. Some of the traditional criteria are not used here: recall, sponsor identification, and "liking". Instead, testing (partly through the Electronic Program Analyzer) gauges the ability of a commercial to sustain attention, convey conviction, establish the correct psychological mood and tone. It examines the factors of believability and comprehension (did the viewer get what was intended?). Records of this research, in both program and commercial content, are examined by the creative staff in seminar meetings, augmenting their information derived from motivational research and from the standard rating analysis.

Toll Gate Closed

SOMETIMES questions can be almost as helpful as answers in clarifying a subject under debate.

This was certainly so when Rep. Oren Harris (D-Ark.) sent a series of questions to the FCC on the subject of subscription television. Rep. Harris' letter, reproduced in B•T last week, adroitly raised all the important questions there are to ask about subscription television.

The FCC's answers, if responsive, will add up to a statement of policy on toll tv, but they will not add up to a final FCC ruling. Until Mr. Harris wrote his letter of April 19, it appeared that the FCC might be heading in the direction of approving toll tv on at least a trial basis. It can no longer proceed uninhibitedly toward action on toll tv. It must first disclose its intentions to Congress.

We venture that once the FCC has answered Rep. Harris, the Congress will wish to undertake a study of subscription tv on its own. Certainly the subject is important enough to warrant the most serious Congressional inquiry.

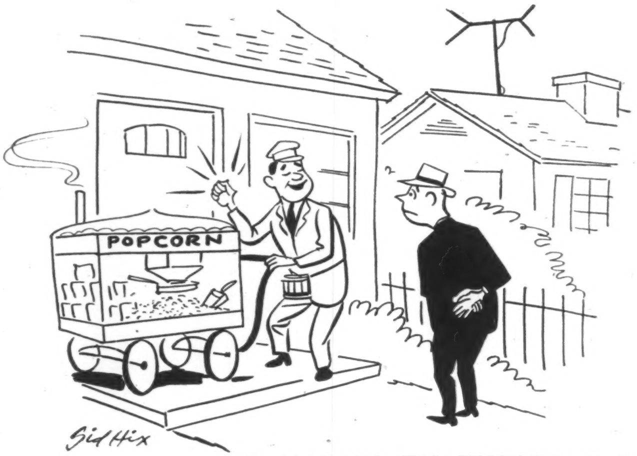
As we say, all of the questions that Mr. Harris asked were pertinent. Among them we were especially pleased to note his request for information on the nature of communications which the FCC had received from the public either supporting or opposing toll tv.

We can supply part of that answer. Many of the pro-subscription communications now in the FCC's file bear the marks of organized letter-writing. Though written by the general public, they are obviously the inspiration of the professional advocates of toll tv.

A careful study of these files will show, we are sure, that the advocates have been far more artful in their public relations than the opponents have been. It has been only recently that those who object to toll tv have begun to assert themselves effectively.

Yet the opponents have by far the more impressive case. There can be no doubt that if subscription television is authorized on broadcast frequencies, it will be only a matter of time before a box-office is installed for all important television programs. The free service to which the public has become accustomed will disappear.

These are prospects which have not been made clear to the public. If they were, we venture that the public would inundate the FCC with mail, all of it opposing toll tv on the airways.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Oh, I've been mobile ever since the boss added toll tv to his theatre chain!"

Nickels, Dimes, Millions

THE story of F. W. Woolworth Co. and radio demonstrates once again that the taste test is one of the most convincing factors in the sale of radio time.

Until two years ago, Woolworth had never tried network radio. Then the five-and-dime giant signed with CBS Radio for a weekly hour of live music, to be presented with dignity and showmanship. A fortnight ago, as *The Woolworth Hour* approached its 100th broadcast, Woolworth officials let it be known that, having tasted radio, they were finding it savory indeed. The savor that they especially relish is one which is peculiar to cool green dollars, heavy black ink and improved earnings statements.

During the approximately two years since *The Woolworth Hour* was launched, Woolworth's annual sales have gone from $721.3 million to more than $806 million and stockholders' net earnings from 79 cents a share to $3.57 a share last year.

When several are used, no one medium can claim credit for all the good fortune that ensues. But Woolworth officials make clear that they see considerably more than happenstance linking the healthy gains in sales and profits with their concurrent use of radio. From their two years' experience they know that *The Woolworth Hour* "pre-sells" their products and "directly stimulates over-the-counter transactions."

They didn't say so, but they must be sorry, now, that they waited so long to take the plunge. A lot of other advertisers might feel the same way, if they'd just give radio a trial. Until they do, they'll go on missing sales and have only themselves to blame. Everybody knows radio goes everywhere. Smartly used, it can sell more products than even Woolworth's carries.

THE Woolworth company is not alone among big retailers to discover the value of the air media. Indeed many discovered it many years ago. Take the nation's third largest grocery chain, for example.

More than 20 years ago the Kroger Co. saw in radio's mass circulation and personal appeal a chance to promote the Kroger name and merchandise. Kroger stores have used radio consistently since then, and with conspicuous success.

Kroger was among the early important users of television. As of now, television and radio are both major media for the chain. Newspapers still dominate the Kroger budget, but the newspaper share lately has been diminishing and the radio-tv share rising.

Kroger's skillful use of both radio and tv is a definite factor in the chain's current rate of growth. Kroger's sales curve is rising faster than the curves of A&P and Safeway. The full story is told in the first of a series of B•T business profiles, published this week.

Thankless Job

THE chairmanship of the Television Code Review Board is a job guaranteeing little glory, much work and an excellent opportunity for the incumbent to make a fool of himself and of television.

If a code chairman talks too much, he can impart the impression that tv is rife with immorality and greed. If he talks too little, it will be said that he is suppressing news of code violations or of condoning them. To be effective, the chairman must be alert to code offenses but discreet in dealing with offenders. He must, in short, be a business statesman.

The first code chairman, John Fetzer, and the second, G. Richard Shafto, fully measured up to the demands of the job. It may confidently be expected that the new chairman, William B. Quarton, will maintain the standards of his predecessors.

WJR
35th Anniversary

Who cares?

Anniversaries are real nice occasions for the folks who are having them—but let's face it, not many others are really interested.

Folks don't listen to a radio station just because it's 35 years old. They listen because, day after day after day, it brings them what they want to hear most. And WJR does that! This was proved by a survey made by Alfred Politz, Inc., which shows that 41% of the adult listeners in the Detroit-Great Lakes area claim WJR as "their" radio station. Remember, this is in an area where 196 other stations can be heard!

WJR's advertisers don't use WJR just because it's 35 years old. No sir! They're more interested in the fact that in the age groups that control 80% of the buying power, WJR reaches more people than the next six Detroit stations combined.

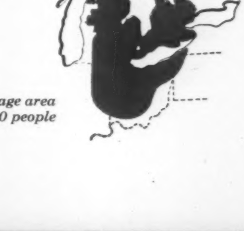
If you have a product that you'd like to put across in the rich Detroit-Great Lakes market . . . what you want to know is what WJR can do for you. And the man to call is your Henry I. Christal representative—he's got all the facts.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts *CBS Radio Network*

35 years of service



WJR's primary coverage area —over 17,000,000 people

When Big Things Happen in Kansas City . . .

KMBC-TV IS THERE!

KMBC-TV
Television

You name it, KMBC televises it!

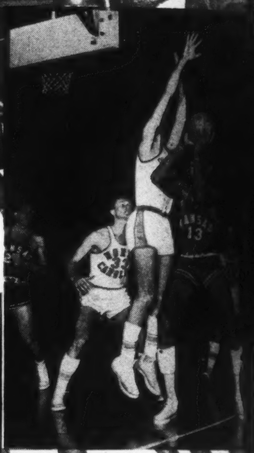
Championship NCAA basketball or an ABC-TV network fight . . . the biggest local events or special big-time shows . . . when *big* things happen in Kansas City, KMBC-TV is there!

That's why more of the 489,380 TV households reached by KMBC-TV's 316,000 watts of power turn FIRST to Channel 9. They know they can always count on KMBC-TV for the biggest and best in TV entertainment — from special events to favorite ABC network shows . . . KMBC-TV's own top-rated personality programming . . . and fine syndicated and feature films.

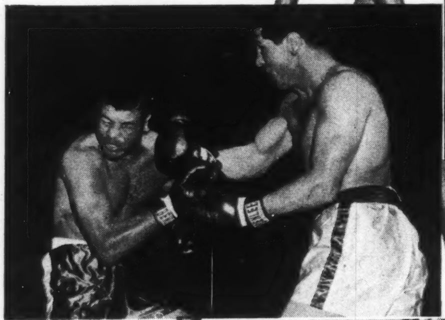
Fact is, everything about this alert ABC affiliate is big and choice — coverage, programming, availabilities, station facilities and *sales power for you* — with prime-time spots or program sponsorship.

And when you consider that KMBC-TV delivers your message to 31,500 more families than any other channel in the Kansas City market, it's easy to see why coverage-conscious time buyers are buying time on Channel 9.

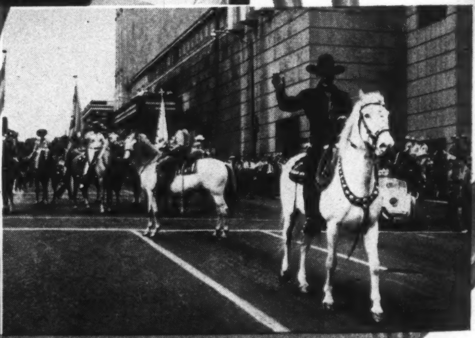
The man to see for availabilities is your Colonel from Peters, Griffin, and Woodward.



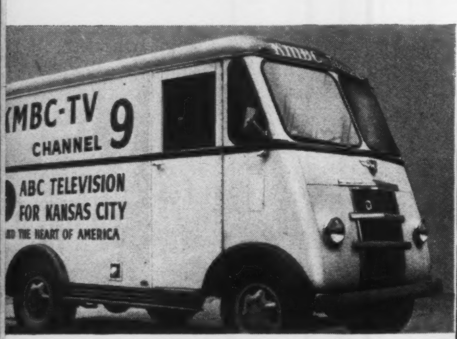
CHAMPIONSHIP BASKETBALL—KMBC-TV scored another TV tri-umph with its recent telecast of the NCAA games held in Kansas City.



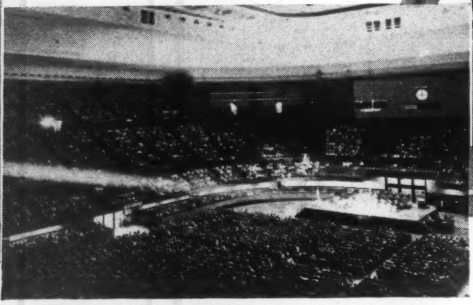
WEDNESDAY NIGHT FIGHT—On March 27, the ABC-TV network carried the Joey Giordello-Willie Vaughn fight originated to the network by KMBC-TV.



AMERICAN ROYAL PARADE—Big local events like the nationally famous American Royal are televised on KMBC-TV.



READY TO ROLL! KMBC-TV's skilled remote crew has the experience and equipment to handle any special TV event.



LAWRENCE WELK NIGHT—When KMBC Broadcasting Company promoted a Lawrence Welk Concert in Kansas City, Welk set a new one-night box-office record for the arena—the largest box office take in the 21-year history of the K. C. Municipal Auditorium!

See Peters, Griffin, Woodward, Inc. for availabilities.

. . It's easy to see why

the SWING is to KMBC-TV

Kansas City's Most Popular and Most Powerful TV Station

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

DON DAVIS, President
JOHN T. SCHILLING, Executive Vice President
GEORGE HIGGINS, Vice President and Sales Manager
MORI GREINER, Manager, KMBC-TV
DICK SMITH, Manager, KMBC-KFRM Radio

. . . and in Radio, it's KMBC of Kansas City—KFRM for the State of

26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION MAY 13, 1957 35¢ PER COPY

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CBS Radio gets $5.5 million of Ford budget Page 31

Intramural differences stall Celler report Page 53

WAAM (TV) to Westinghouse for $4.4 million Page 112

The Graham trial: Case for radio-tv access Page 136

Radio in Ford's future

Celler report hits snag

Major case for access

Surveyed Facts Prove Dominance!

★WXEX-TV is your best buy—by far—to cover the whole Richmond TV area.

A 35-county Grade B area survey made by ARB proved conclusively:

★WXEX-TV leads any other Richmond station in total area rating points by 33⅓%.

★WXEX-TV leads any other Richmond area station in more quarter hours by 33⅓%.

★WXEX-TV leads any other Richmond area station in total share of audience.

Don't project urban ratings to the Grade B set count. You get faulty cost-per-thousand figures.

Use the facts in the ARB area study. Get them in full from Select, Forjoe or WXEX-TV.

WXEX-TV

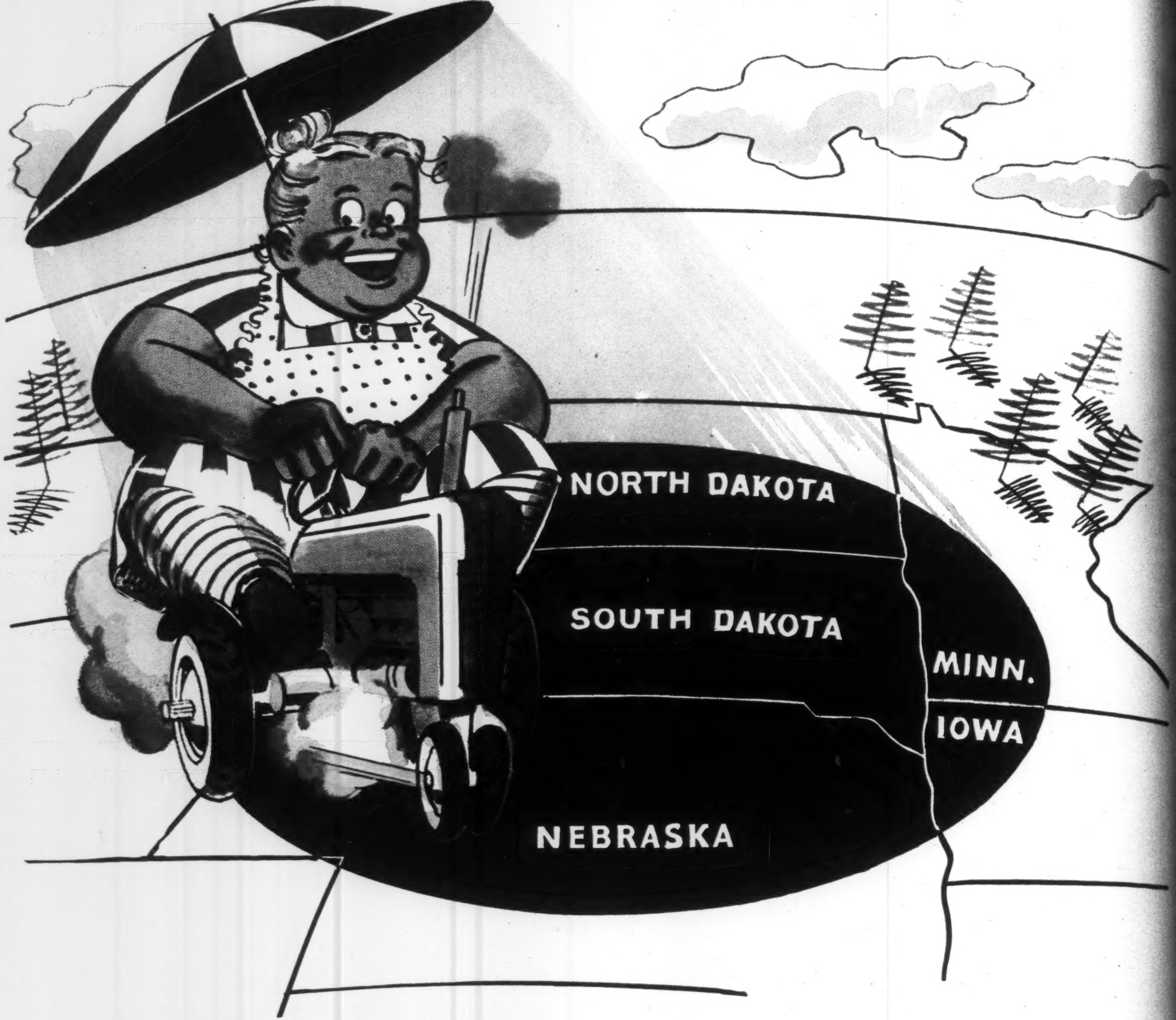
Tom Tinsley, President

NBC BASIC—CHANNEL 8

Irvin G. Abeloff, Vice-Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.

Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta



there are 175 counties and over 600,000 radio homes under Big Aggie's Umbrella *

That's a sizable chunk of these United States and a mighty important market. Over two million people live under Big Aggie's umbrella. The last time anyone counted the dollars they spend, it amounted to 2.8 billion a year.

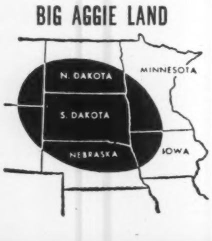
Where do they spend it? Let's look to Big Aggie for that answer. For the vast expanse of Big Aggie Land is defined by the power of one radio station—WNAX-570. 80% of Big Aggie's 609,590 radio families tune to WNAX-570 three to seven times a week. That's 66.4% share of audience. It's a safe bet that these prosperous people spend a good amount on products advertised on WNAX-570.

Yes, Big Aggie Land is an important market. And nothing covers it all—delivers it all—except WNAX-570.

Ask your Katz man for details.

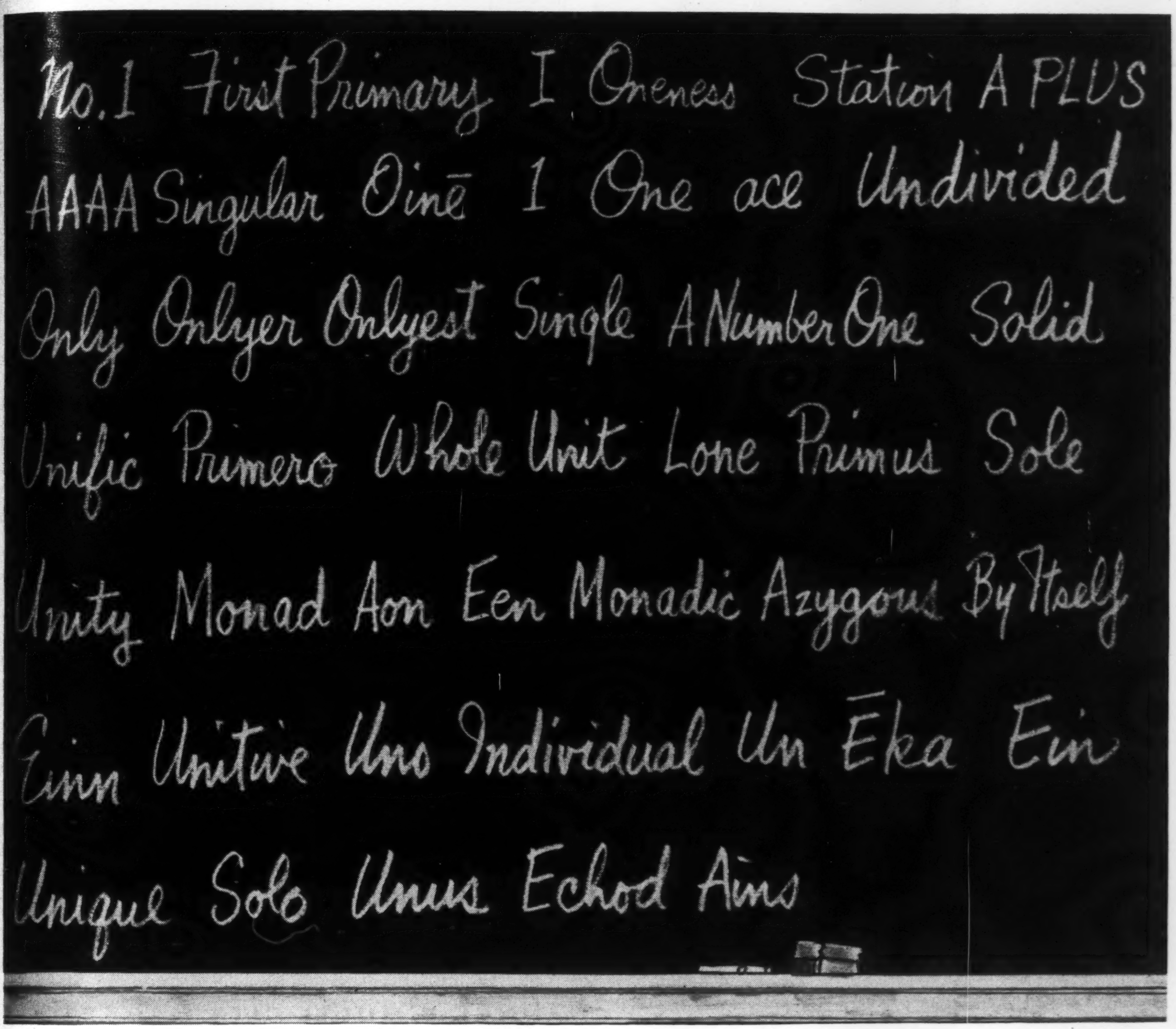
* 1956 Nielsen Coverage Service

35th ANNIVERSARY OF WNAX — 1922 - 1957



WNAX-570

Yankton, South Dakota
CBS Radio.
A Cowles Station.
Don D. Sullivan, General Manager


No. 1 First Primary I Oneness Station A PLUS
AAAA Singular Oinē 1 One ace Undivided
Only Onlyer Onlyest Single A Number One Solid
Unific Primero Whole Unit Lone Primus Sole
Unity Monad Aon Een Monadic Azygous By Itself
Einn Unitive Uno Individual Un Ēka Ein
Unique Solo Unus Echod Ains

Can you suggest any other way to say "First"?

WCHS-TV is first in West Virginia's No. 1 market. This fact is again confirmed by the most recent (Feb.) COMBINED ARB*

The area served by WCHS-TV contains West Virginia's *first* market (Charleston), West Virginia's *second* market (Huntington), plus a sizable hunk of Ohio and Kentucky (including Ashland) thrown in for good measure. WCHS-TV blankets Charleston-Huntington-Ashland with the *biggest* market as home base. The Branham rep (or we) will be happy to provide complete details.

WCHS-TV

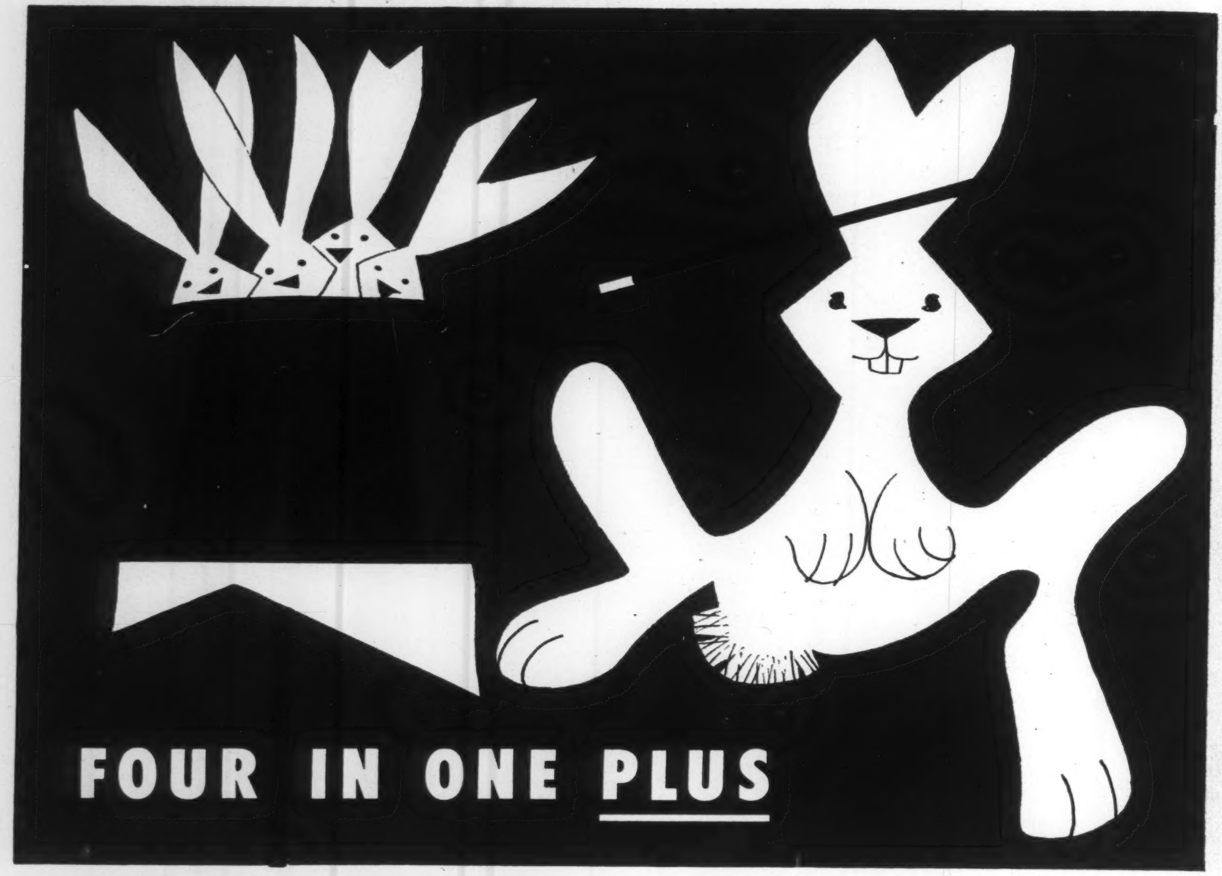
Serving Charleston-Huntington-Ashland—from the biggest market

Charlestown's Only TV Station

Maximum power Channel 8

**Ratings accomplished without our new tower atop Coal Mountain. When completed this month it will be 2,049 feet above sea level*

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.


FOUR IN ONE PLUS

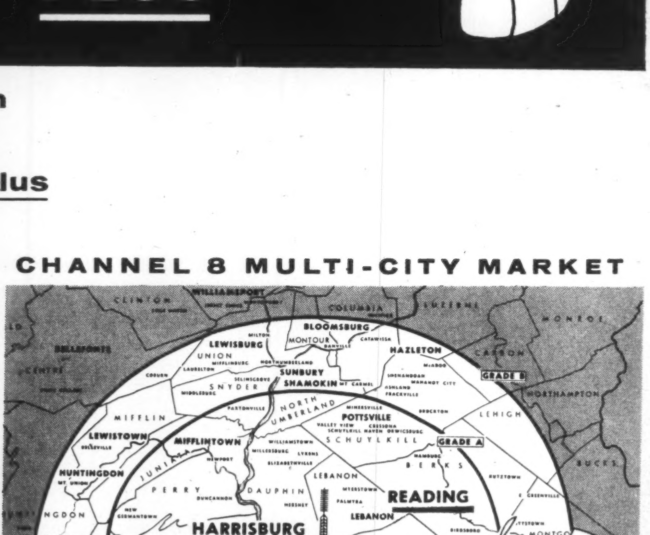
This one television station
delivers four standard
metropolitan area markets plus

- 917,320 TV sets
- 1,015,655 families
- 3½ million people
- $3¾ billion retail sales
- $6¼ billion annual income

WGAL-TV

LANCASTER, PENNA.
NBC and CBS
STEINMAN STATION • Clair McCollough, Pres.

CHANNEL 8 MULTI-CITY MARKET


WILLIAMSPORT
CLINTON
COLUMBIA
LUZERNE
MONROE
BLOOMSBURG
MONTOUR
LEWISBURG
UNION
HAZLETON
CARBON
GRADE B
SUNBURY
SHAMOKIN
SNYDER
NORTHAMPTON
NORTHUMBERLAND
POTTSVILLE
LEHIGH
MIFFLIN
LEWISTOWN
MIFFLINTOWN
SCHUYLKILL
GRADE A
BERKS
JUNIATA
HUNTINGDON
PERRY
DAUPHIN
LEBANON
READING
BUCKS
HARRISBURG
CARLISLE
CUMBERLAND
YORK
LANCASTER
MONTGOMERY
SHIPPENSBURG
ADAMS
CHESTER
CHAMBERSBURG
FRANKLIN
GETTYSBURG
HANOVER
COATESVILLE
WAYNESBORO
HAGERSTOWN
CARROLL
WESTMINSTER
HARFORD
CECIL
FREDERICK
HOWARD
MR. CHANNEL 8
8
NBC and CBS
316,000 WATTS

closed circuit.

BRAKE ON FORD BUY? • Though it's one of biggest network radio transactions in decade, that $5.5 million Ford package buy on CBS Radio (see page 31) is getting careful critical appraisal by affiliates. Some queston whether they should clear for it, primarily because it eats into early-morning and late-afternoon times that are especially lucrative for stations. Network officials, however, maintain confidence that they'll get close to unanimous clearance.

B•T

IT'S only one of several items on agenda, but it seems reasonable bet that Ford sale (see above) will rank high in discussions at meeting of CBS Radio Affiliates Assn.'s board of directors, called for Wednesday-Thursday in New York. Board, headed by John M. Rivers of WCSC Charleston, S. C., will meet privately Wednesday (at Savoy-Plaza hotel), then confer with network officials Thursday. Another likely subject is more or less perennial agenda item for such meetings: effort to get increase in rate of compensation by network.

B•T

TELEVISION & SENATE • Senate Commerce Committee within next fortnight is expected to give consideration to report submitted by its majority counsel, Kenneth Cox of Seattle, on tv allocations and regulation. Report, now in hands of Committee Chairman Magnuson (D-Wash.) was to have been printed purely as views of counsel. It now develops, however, that committee may be called upon to consider report and possibly adopt it as its own with modifications.

B•T

SENATOR Bricker (R-Ohio), ranking minority member of the committee, wants to take hard look at report, notably provisions dealing with networks. Himself an advocate of direct licensing of networks by government (they are now regulated only as to their owned and operated stations), Sen. Bricker would join in report, it's believed, if it followed his general ideas along this line.

B•T

EMBARRASSMENT OF RICHES • CBS-TV has firm orders from Kellogg, Pillsbury and Oldsmobile for *Big Record* (Wed. 8-9 p.m. EDT), but in addition has two other orders for remaining quarter of program. One is from Armour & Co. (through Foote, Cone & Belding) and other is jointly from National Sealtest Co. and Hills Bros. coffee (both through N. W. Ayer & Son). Network is trying to resolve problem to determine which advertiser goes with others in backing *Big Record* next season.

B•T

BRISTOL-MYERS Co., New York, is expected to sign this week for full half-hour following Disneyland *on ABC-TV each week. Advertiser has not yet determined show that will be presented in time period (Wed., 8:30-9 p.m. EDT) but expects to buy "adventure action" series, either live or film. Young & Rubicam, New York, is agency.*

B•T

TELEVISION & HOUSE • Rep. Celler, chairman of House Antitrust Subcommittee, reportedly got heated up over report that one member of subcommittee already had draft of "minority" report on television industry investigation compiled with "outside" aid (story page 53). At last Wednesday's meeting of committee, which covered number of subjects in addition to television report, some members understood to have declared that committee should express hope for expeditious action on matters being studied by FCC Network Study staff and by Dept. of Justice.

B•T

THERE's strong feeling on Capitol Hill that if Chairman Celler tries force-feeding other members on proposed staff-written television report, there's likely to be a strong, hard-hitting minority report. Mr. Celler disclaims intention of ramming report down throats of colleagues, but staff indubitably will fight to justify strong position on several aspects.

B•T

RESIGNATION • Ex-NARTB board member, Lester L. Gould, KFMA Davenport, Iowa, has quietly resigned from association. He's known to feel strongly that radio stations are getting scant attention from association headquarters. When he left NARTB Chicago convention day early last April, he told friends convention programming offered him little help in operating station and slighted radio segment of industry. He served term on radio board (1954-56) as at-large director for small stations.

B•T

THERE'S logical answer, incidentally, to radio station needs for trade association service, ex-director Gould feels. It's entirely separate association providing complete association service to aural broadcasters, including programming, legislative, public relations and sales functions. While member of Radio Advertising Bureau and supporter of its work, he feels no broadcast association can operate without sales aids to members. He contends radio and tv are separate media and should be served by separate associations.

B•T

STAR IS BORN • Negotiations were underway last week between networks and Foote, Cone & Belding executives on proposed tv spectacular to herald introduction of Ford Motor Co.'s new Edsel automobile. Agency still hopes to get dual network exposure for extravaganza being planned by Milberg Productions, probably in September. While network, talent and other considerations not yet resolved, co-star is definitely set—none other than Edsel itself. It's understood car is earmarked for leading role in what is described as unusual copy approach to entertainment. FC&B negotiations being conducted by John Simpson, vice president in charge of radio-tv production, and Homer Heck, account supervisor.

B•T

FACT that auto manufacturers now have greater control over what kind *of national advertising should be used is said to have important role in decision of Ford Division of Ford Motor Co. to use network radio next season (story page 31). Before recent change in advertising policy, dealers' funds influenced control over good portion of ad budget plans. With hands free, Ford's marketing-advertising group was able to consider all media without being hampered by conflicting tastes of dealers throughout country.*

B•T

RENDER UNTO CAESAR • Though his NBC contract still has about seven years to run (counting options), comic Sid Caesar probably can become free agent if he wants to. He and NBC were reported Friday to be at seemingly total impasse on fall plans, with Mr. Caesar demanding minimum of 20 one-hours programs in same format as present show (Sat., 9-10 p.m. EDT) but with NBC officials showing no sign of willingness to go along. Unofficial word was that if he should request release from his contract, NBC probably would oblige.

B•T

SUBSCRIPTION tv is due to get a going over when top FCC Commissioners and pay tv staff experts meet with Rep. Oren Harris (D-Ark.), chairman of House Commerce Committee tomorrow (Tuesday) at 4 p.m. Subject of discussion will be contents of Rep. Harris' letter to Commission raising basic questions regarding FCC's power to authorize pay-as-you-see tv, even on trial basis [B•T, April 29].

B•T

WHITE HOUSE MAIL • FCC chairman George C. McConnaughey has submitted letter officially notifying President he does not wish to remain at FCC after his present term expires June 30. Presumably President will make letter public when he announces successor. That may take while—race for vacancy is crowded (page 58).

B•T

CHARLES C. WOODARD, CBS-TV assistant general attorney in charge of talent, program and facilities contracts, reportedly tapped for post of assistant to President Donald H. McGannon of Westinghouse Broadcasting Co., effective soon.

NIELSEN 1956

"Toss 'em! These may be all right for somebody who doesn't know what WDGY has done to Twin Cities radio."

Latest Nielsen: MARCH 1957

WDGY has rocketed *up!*

In March 1956	Station A:	515.2
	WDGY:	90.7
In March 1957	Station A:	254.3
	WDGY:	208.3

NSI Area Average audience, *(6 a.m.-6 p.m., Monday-Saturday)*

* * *

WDGY first *NSI Area—*
9 a.m.-6 p.m. Monday-Saturday

When 1957 figures are available (and they are) it stands to reason they are more significant than 1956 "history" —especially when '57 data show things as of now.

The Nielsen "big-change" (shown left) is one instance. Another up-to-date fact: WDGY is first all day per latest Trendex. Yet another: WDGY is first every afternoon per latest Hooper . . . and per latest Pulse. In fact, Pulse gives WDGY an average rating of 6.0 (7 a.m.-7 p.m., Mon.-Fri.).

In every recent report, WDGY has a big first place audience story!

Talk to Blair, or WDGY General Manager Steve Labunski.

WDGY *50,000 watts*
MINNEAPOLIS-ST. PAUL

The Storz Stations
Today's Radio for Today's Selling

TODD STORZ
President

WDGY	**WHB**	**WQAM**	**KOWH**	**WTIX**
Minneapolis-St. Paul	Kansas City	Miami	Omaha	New Orleans

Represented by John Blair & Co. (WDGY, WHB, WQAM)

Represented by Adam Young Inc. (KOWH, WTIX)

at deadline

Ford's $8 Million for Educ. Tv Explained in Fiscal '56 Report

FORD FOUNDATION appropriated more than $8 million for educational tv in its fiscal year 1956 (ended Sept. 30, 1956), according to Foundation's annual report.

Of $8 million, Ford allocated $6,263,340 direct to Educational Television & Radio Center, Ann Arbor, Mich., to support its work through 1959 (taking over function formerly handled by Ford's Fund for Adult Education); approved $1.5 million grant to colleges and universities to release time of faculty members to work on educational telecasts; $90,500 grant in December 1955 to ETRC for public information activities; $94,000 to National Assn. of Educational Broadcasters; $140,000 to Joint Council on Educational Television, and $12,000 to American Council on Education (for liaison with educators not in educational tv).

Up to 1956, Foundation via Fund For Adult Education had granted total of $11 million for educational tv. For 1955-1956 season, Tv-Radio Workshop (*Omnibus* program) then CBS-TV and now ABC-TV spent $1,733,887 with sponsor income $1,058,017, making expense to Foundation of $675,870, report reveals. Issue of educational tv was still "unresolved" as of 1956 with 26 educational tv stations on air, report noted, observing comments of educators and civic leaders ranged from "outstanding success" to "flat failure."

BAR Offers Competitor Checks

NEW service to help agencies and their clients keep up to date on changes in broadcast copy lines of competitors formally announced Friday by Broadcast Advertisers Reports Inc., New York [B•T, March 11]. Service is by-product of other BAR operations, which are based on off-the-air monitoring of all network tv and radio shows and extensive local station monitoring in 20 top markets. BAR said that in new service it can notify agency and advertiser clients immediately when competitor changes copy theme.

A THANK YOU TO RADIO

RESOLUTION was adopted by National Society for Crippled Children & Adults at nationwide staff meeting Friday saluting broadcasting industry on occasion of National Radio Week (early story page 42). Societies lauded industry for "public service through varied and dedicated programming in community interest" and stations for "unstintingly" giving time, facilities and personnel to help foster better public understanding of problems of crippled adults and children.

Pontiac May Siphon Money From Other Media to Radio

PONTIAC Motors Div., General Motors Corp., reportedly beefing up broadcast buys by thinking of taking money out of other, i.e., print, media, and tossing it into over-50 market radio spot campaign starting end of month and running through summer.

Also understood to be involved may be network purchases in CBS Radio's and ABC Radio's segmentation plans, emphasizing news, music and sports. (Pontiac dealers are known to be waxing ecstatic over recent NBC Radio hourly newscast purchase, but with American Motors' Rambler dominating much of *Monitor's* schedule, additional NBC Radio buys at this time seem unlikely).

There was no confirmation from Pontiac's agency, MacManus, John & Adams, Bloomfield Hills, Mich.

Sterling Radio Network Formed, Offers Sports, Special Events

FORMATION of Sterling Radio Network Inc. to provide radio stations in U. S. and Canada with year-round schedule of live sports and special events coverage announced Friday by Saul J. Turrell, president of Sterling Television Co., New York, tv film distribution company.

New service is to be launched in fall with schedule of 60 collegiate and professional events and with sportscasters Marty Glickman and Bud Palmer doing play-by-plays. Service will be sold to radio stations who may sell games to local advertisers or carry sustaining. Games are being offered in each market at flat fee, depending on distance from origination but price range was not disclosed.

SRN is being formed by Sterling Television in association with Sports Broadcasts Inc., which has organized regional radio and tv networks for New York Yankees baseball and for New York Giants football. Officers of SRN are Mr. Turrell, president; Ed Pancoast, head of Sports Broadcasts Inc., vice president; Mr. Glickman, sports director; Charles Dolan, executive vice president; Ned Asch, production manager and Robert Kirsten, sales promotion director.

Economic Injury Edict Appealed

FCC's momentous economic injury decision—that it has no power to take into account economic effects on existing stations of grant of new facility [B•T, March 25]—has been appealed to U. S. Court of Appeals in Washington by WBAC Cleveland, Tenn. WBAC was protestant to Commission's 1955 grant of 1570 kc, 1 kw daytime to Southeastern Enterprises Co., resulting in Commission's 5-2 ruling that it lacked authority to consider economic injury which might result from grant of additional station. WBAC also asking for stay of March decision.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 31.

ZEST IN MIDWEST • Procter & Gamble's introduction of Zest, deodorant bar, will move to Midwest on June 2 in nearly 100 tv markets. Contracts are until forbid, placed by Benton & Bowles, N. Y.

BELLOWS FOR 'FIRE' • Columbia Pictures Corp. (Warwick Productions), N. Y., said to have budgeted $100,000 to exploit new Rita Hayworth-Robert Mitchum film, "Fire Down Below." Third of high figure (by motion picture standards) will go to NBC Radio's *Monitor* and *Bandstand* and radio-tv spot drive kicking off last week in June. Donahue & Coe, N. Y., is agency.

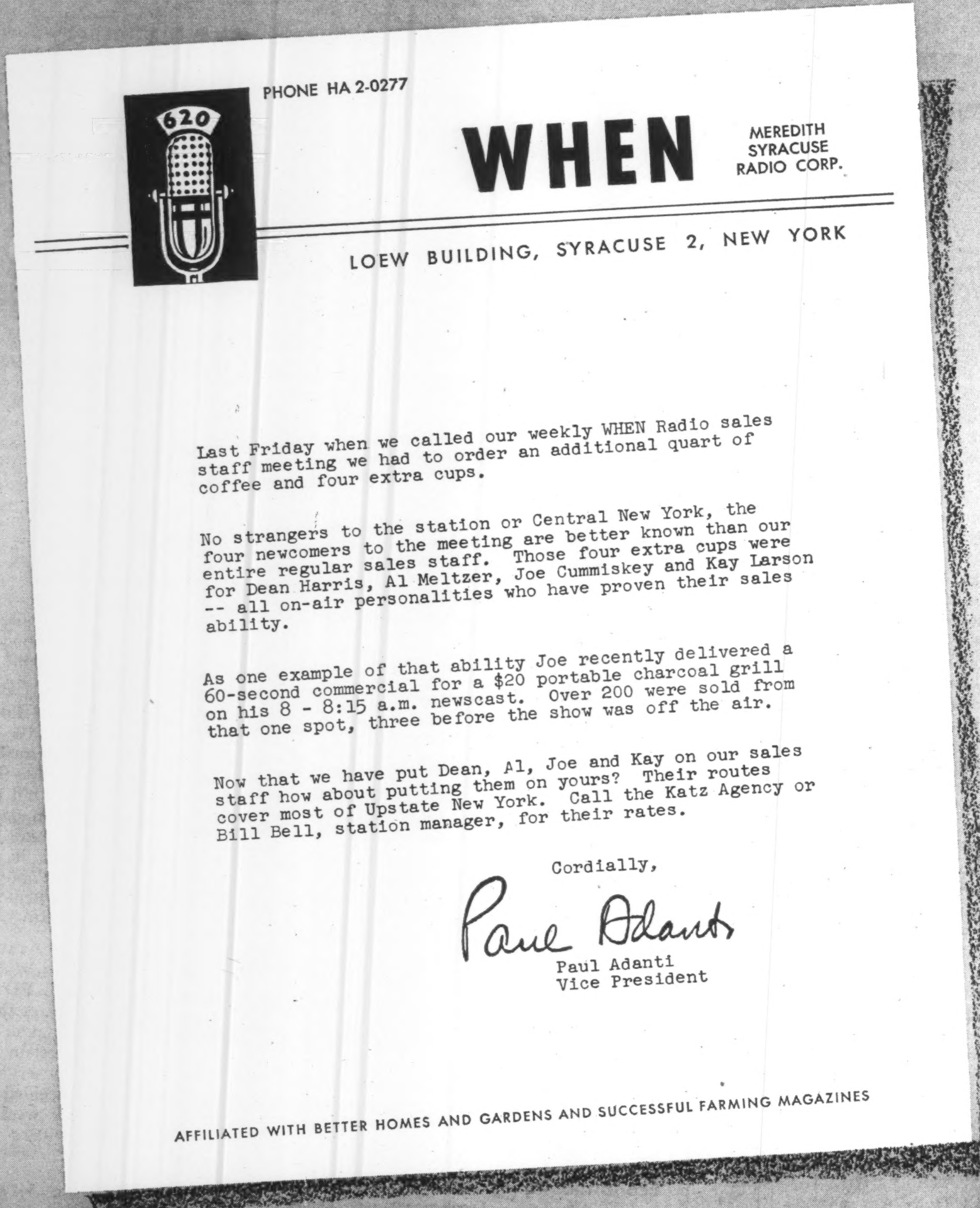
KEEPS GOING • Ex-Lax Inc., Brooklyn, expected to renew first of July for another 13 weeks current radio spot campaign in 50 markets. Laxative manufacturer also has signed for nighttime announcements via NBC Radio starting this week. Warwick & Legler, N. Y., is agency.

GF GOES SOLO • General Foods will increase its tv budget about 25% next season when it takes over full sponsorship of CBS-TV's Monday 9-9:30 as well as 9:30-10 p.m. EST periods on CBS-TV. It'll have *Danny Thomas Show* at 9-9:30 p.m. and *December Bride* at 9:30-10 period. P&G has dropped out and applied that budget, in part, to daytime television. General Foods is serviced by Young & Rubicam and Benton & Bowles, N. Y.

MOVES ELSEWHERE • As result of CBS-TV's turning down *Court of Last Appeals* for Saturday 8:30-9 p.m. EDT period, P. Lorillard Co. expects to place show on NBC-TV, Fridays at 8-8:30 p.m. each week. Whether Lorillard will retain CBS-TV period with another show or abandon that time spot has not been decided but probably will be by end of this week. Lennen & Newell, N. Y., is Lorillard agency (Old Gold cigarettes).

Clarke Heads New NBC Unit

FORMATION of new television station sales unit within NBC's television sales service department announced Friday by William R. Goodheart Jr., vice president for tv network sales. He said it was created specifically to help advertisers and agencies evaluate their network station lineups. Unit will be headed by C. Herbert Clarke as manager of station sales. Mr. Clarke joined NBC in 1956 and since March has been station sales representative in NBC-TV's sales traffic department.



PHONE HA 2-0277

620

WHEN

MEREDITH
SYRACUSE
RADIO CORP.

LOEW BUILDING, SYRACUSE 2, NEW YORK

Last Friday when we called our weekly WHEN Radio sales staff meeting we had to order an additional quart of coffee and four extra cups.

No strangers to the station or Central New York, the four newcomers to the meeting are better known than our entire regular sales staff. Those four extra cups were for Dean Harris, Al Meltzer, Joe Cummiskey and Kay Larson -- all on-air personalities who have proven their sales ability.

As one example of that ability Joe recently delivered a 60-second commercial for a $20 portable charcoal grill on his 8 - 8:15 a.m. newscast. Over 200 were sold from that one spot, three before the show was off the air.

Now that we have put Dean, Al, Joe and Kay on our sales staff how about putting them on yours? Their routes cover most of Upstate New York. Call the Katz Agency or Bill Bell, station manager, for their rates.

Cordially,

Paul Adanti

Paul Adanti
Vice President

AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES

MEREDITH STATIONS

KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix

WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse

at deadline

KSTP Inc. Clears Last Hurdles, Takes Over KOB-AM-TV Reins

PURCHASE of KOB-AM-TV Albuquerque, N. M., by KSTP Inc. from Time Inc. and A. Wayne Coy for $1.5 million has been consummated. KSTP Inc. (KSTP-AM-TV Minneapolis-St. Paul) took over New Mexico properties day after FCC denied ABC objection to March transfer approval.

ABC objected because transfer grant did not specify KOB must operate directional at night to protect network's WABC. Both operate on 770 kc. FCC revised wording of sale approval to incorporate that protection, denied ABC petition and principals settled transaction at 5 p.m. Thursday in Chicago. KOB has been operating directional at night since April 25.

Disposal of KOB properties is first step in Time Inc. acquisition of Consolidated stations WFBM-AM-TV Indianapolis, Ind.; WOOD-AM-TV Grand Rapids, Mich., and WTCN-AM-TV Minneapolis, Minn., for $15.75 million. This was approved by FCC last month and closing is expected to take place by end of this week.

'Star' Case to Supreme Court

SUPREME COURT of U. S. has been asked to review 1955 conviction of *Kansas City Star* (WDAF-AM-TV) on government charges it monopolized news and advertising in Kansas City. Conviction was affirmed by federal appeals court last January. Newspaper's advertising manager, Emil A. Sees, also asked high court to reverse his conviction on charge of attempted monopoly. *Star* was fined $5,000 and Mr. Sees $2,500 by lower court. *Star* request called conviction "a new and dangerous interpretation of the antitrust laws which puts practically every newspaper in the country at the mercy of the Attorney General and constitutes a violation of freedom of the press." Last month it was reported that WDAF stations were available for purchase at price "in excess of $10 million" [B•T, April 8].

DuMont Elects Koch, Maude

ELECTION of Stanley J. Koch and Maj. Gen. Raymond C. Maude (USAF ret.) as vice presidents of Allen B. DuMont labs., to be announced today (Monday) by President David T. Schultz. Mr. Koch, general manager of television and industrial tube divisions, becomes vice president, tube operations. Gen. Maude, general manager of government division, becomes vice president for government operations. All other officers were re-elected by board.

Arthur Hull Hayes Honored

ARTHUR HULL HAYES, president of CBS Radio, addressed annual communion breakfast of Father's Club of College of New Rochelle yesterday (Sunday) and was awarded college's "Ursula Laurus" citation.

ABC-TV Fills Out Wed. Slate Next Fall With Revlon Signing

REVLON products signed Friday for ABC-TV's Walter Winchell show next fall in Wednesday 9:30-10 p.m. EDT period. With Bristol-Myers all set to sponsor Wednesday 8:30-9 p.m. period, Revlon sale made Wednesday night first in next fall's schedule to be completely sold out by ABC-TV. In buying full sponsorship of Winchell, through BBDO, Revlon will cut back sponsorship of Guy Mitchell (Sat., 10-10:30 p.m. EDT) to one-half, through Emil Mogul, agency for latter.

Oliver Treyz, ABC vice president in charge of radio network, meanwhile reported that fall evening time already sold by ABC-TV equals total amount of time it had sold at start of last fall's season.

In another ABC-TV sales development Friday, U. S. Rubber, which had been negotiating for a spot for *Navy Log* next fall [B•T, May 6], signed to sponsor it in Thursday 10-10:30 p.m. period, through Fletcher D. Richards, New York. Reports were again current that Kaiser Aluminum was virtually set in 90-minute deal involving 7:30-9 p.m. Sundays [B•T, May 6], with possible plan to program post-1948 feature films, but ABC-TV officials declined to comment.

WCKT (TV) Answers Threat To Its Continuance on Air

WCKT (TV) Miami Friday told FCC that WITV (TV) Ft. Lauderdale, Fla., has no standing to intervene in the Miami ch. 7 case. Earlier in week, WITV petitioned Commission to force WCKT to go dark as result of court of appeals decision remanding case to FCC for further action (see story page 72).

Miami station charged that WITV "raised a variety of invalid arguments" which it (WITV) previously has raised on numerous occasions. Charge that court decision rendered WCKT's grant "utterly void" is untrue, WCKT told Commission in asking that WITV's petition be dismissed.

Ike on Networks Tomorrow

PRESIDENT Eisenhower will speak on nationwide networks tomorrow (Tuesday) in explanation of government's $71.8 billion budget. All four radio networks will carry 30-minute speech live, starting at 9 p.m. EDT. NBC-TV will carry it live. ABC-TV starting at 10 p.m. and CBS-TV starting at 11:15 p.m. NBC-TV will originate pool pick-up. James C. Hagerty, news secretary, said in answer to query that White House has no criticism whatever of networks that do not carry Presidential speeches live. President plans foreign-aid address on radio-tv during week of May 19.

PEOPLE

KENNETH E. GREENE, supervisor of circulation for NBC research and planning, died of heart attack near his office Friday afternoon, his 59th birthday. He joined NBC in 1934.

DAN RUFFO, formerly with Broadcast Time Sales, Chicago, to radio sales staff of Edward Petry & Co., same city, effective today (Monday).

GLENN PAXTON, music arranger-conductor, to MacManus, John & Adams, N. Y., as staff assistant to Radio-Tv Director Mark Lawrence, specializing in musical commercials.

DANIEL R. OHLBAUM, FCC trial attorney, transferred to Dept. of Justice's Office of Legal Counsel, effective today (Monday).

BERNET G. HAMMEL, assistant director of operations, Schwerin Research Corp., to ABC-TV as assistant manager of research effective immediately.

ROBERT G. McKEE, account executive in NBC radio and television networks' midwest sales department, appointed account executive in television sales department of ABC's central division, replacing James Duffy, named director of sales for ABC Radio Network in Chicago.

Product Specialist Selling In Radio Lauded by Hardesty

"THE marked trend towards assignment of radio station salesmen to accounts by specific categories of advertisers, rather than by agency lists, is one of the most progressive steps taken in years to insure the continued growth of local time sales," John F. Hardesty, vice president and general manager of Radio Advertising Bureau, told the Columbus (Ohio) Advertising Club Friday.

"To successfully sell any advertising medium today," he said, "it is essential that the salesman know much more than the type of merchandise or service his client deals in and to whom he purveys it. Instead, he must have a thorough insight into the operational problems of the business, its distribution and marketing techniques, the quality of the product, and the strengths and weakness of its competitors.

"The amazing growth of radio advertising can be attributed, in part, to the fact that sound station management is increasingly training its sales staff to offer this knowledge to the advertiser."

RCA Awards 10 Fellowships

TEN employes of RCA selected to receive David Sarnoff Fellowships for 1957-58 academic year, according to Dr. C. B. Jolliffe, vice president and technical director of RCA. Valued at about $3,500 each, awards are on basis of academic aptitude, promise of professional achievement and character. Fellows chosen will pursue graduate studies in fields of physics, electrical engineering, applied mathematics, business administration and dramatic arts. Fellowships awarded to: Robert J. Pressley, John A. Inslee, Herbert W. Lorber, Edward Kornstein, Walter F. Denham, Herbert R. Meisel, John W. Caffry, Charles A. Passavant, James M. McCook and Morgan A. Barber Jr.

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Radio Baltimore

WCAO

1ST

in home listening [1.]

From 48.92% to 1104.34% more listeners than other Baltimore stations.

in business establishments [2.]

From 173% to 959% more listeners than other Baltimore stations.

1. January thru March 1957 Hooper total rated time periods. 2. March 1957 Hooper Business Establishments Radio Audience Index.

	A	B	C	WCAO	D	E	F	G	H	I	Other AM & FM
1. In homes	2.4	9.5	2.3	27.7	18.6	3.4	12.7	15.6	3.0	4.7	3.2
2. Business Establishments	4.7	8.2	3.3	33.9	12.4	4.3	11.0	8.2	3.2	7.7	3.0

Keep your eye on these other Plough, Inc., Stations:

Radio Boston	Radio Chicago	Radio Memphis
WCOP	**WJJD**	**WMPS**

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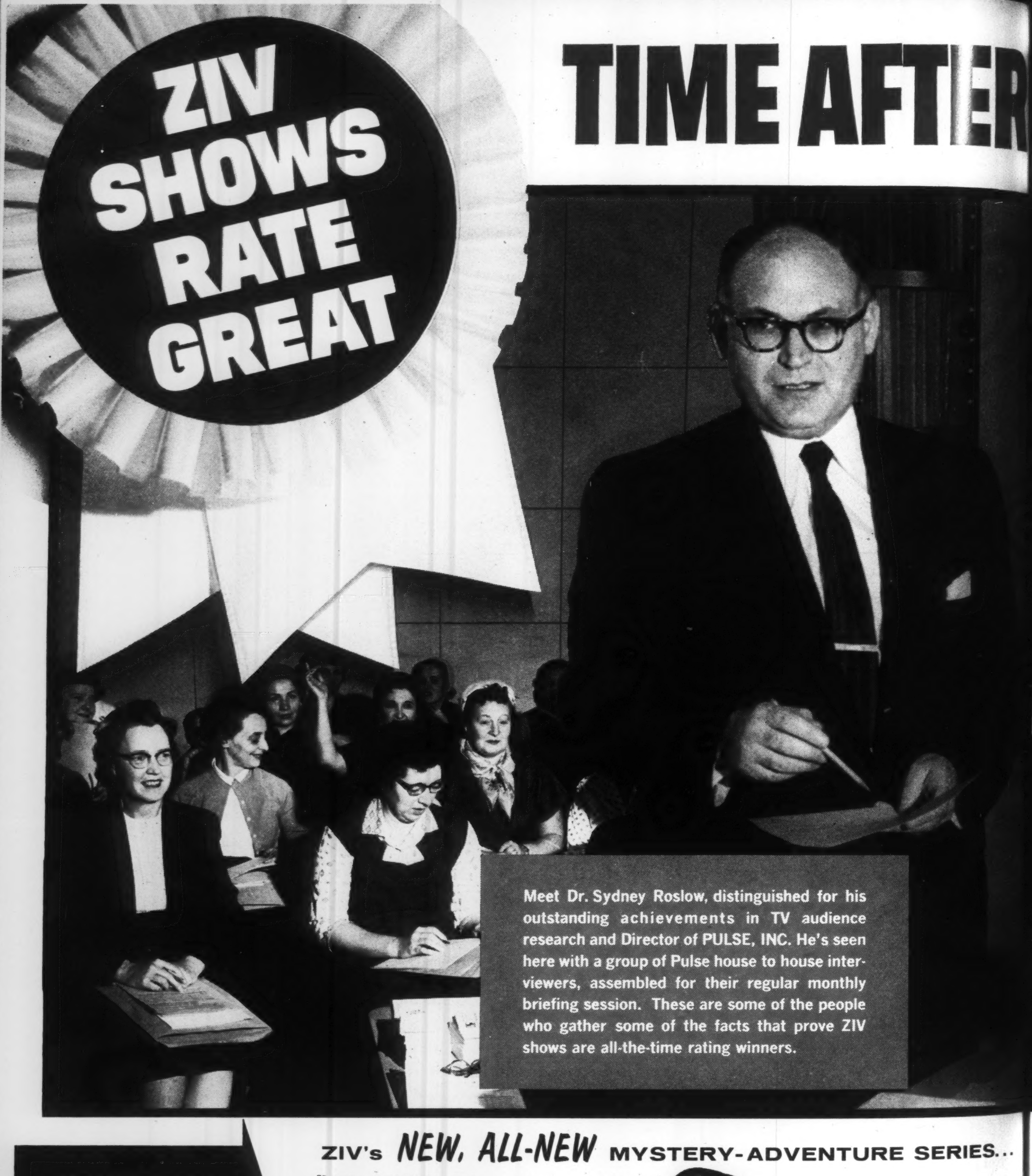
TIME AFTER



MAR.

FEB.

JAN.

DEC.

NOV.

OCT.

SEPT.

AUG.

JULY

JUNE

MAY

APR.

Meet Dr. Sydney Roslow, distinguished for his outstanding achievements in TV audience research and Director of PULSE, INC. He's seen here with a group of Pulse house to house interviewers, assembled for their regular monthly briefing session. These are some of the people who gather some of the facts that prove ZIV shows are all-the-time rating winners.

NOW READY TO MAKE RATING HISTORY!

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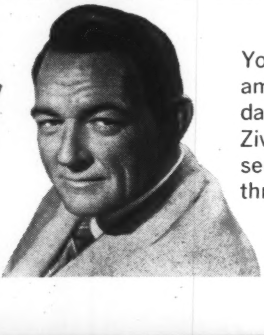

Your own markets may be among the few unsold to date for sponsorship of Ziv's newest rating winning series. Wire or phone for a thrilling audition, but quick!

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TIME IN CITY AFTER CITY!

	"Highway Patrol"	"SCIENCE FICTION THEATRE"	"The Man Called X"
MAR. '57	IN SALT LAKE CITY **41.4** **BEATS:** Ed Sullivan, I Love Lucy, $64,000 Question, Perry Como and many others. ARB	IN BIRMINGHAM **27.3** **BEATS:** George Gobel, Lawrence Welk, Disneyland, Steve Allen, and others. PULSE	IN NORFOLK **39.3** **BEATS:** Perry Como, Lawrence Welk, Ford Theatre, U. S. Steel Hour, and many others. ARB
EB. '57	IN HOUSTON **37.4** **BEATS:** Ed Sullivan, I Love Lucy, Disneyland, Phil Silvers and many others. ARB	IN BALTIMORE **21.5** **BEATS:** George Gobel, Kraft TV Theatre, Sid Caesar, Robert Montgomery Presents, and many others. ARB	IN SYRACUSE **21.5** **BEATS:** Lawrence Welk, U.S. Steel Hour, Kraft TV Theatre, Ford Theatre, and many others. ARB
JAN. '57	IN PITTSBURGH **53.3** **BEATS:** Dragnet, Lawrence Welk, What's My Line, Phil Silvers and many others. ARB	IN PITTSBURGH **38.0** **BEATS:** Arthur Godfrey, Playhouse 90, What's My Line, Wyatt Earp, and many others. ARB	IN BUFFALO **23.0** **BEATS:** Perry Como, George Gobel, Sid Caesar, Ernie Ford, and many others. PULSE
DEC. '56	IN NEW ORLEANS **46.3** **BEATS:** Ed Sullivan, $64,000 Question, I Love Lucy, Climax, and others. PULSE	IN SAN FRANCISCO **23.4** **BEATS:** Playhouse 90, Steve Allen, Red Skelton, G.E. Theatre, and many others. ARB	IN COLUMBUS **22.0** **BEATS:** Playhouse 90, Phil Silvers, Sid Caesar, Robert Montgomery Presents, and many others. ARB
NOV. '56	IN SAN FRANCISCO **26.1** **BEATS:** Dragnet, Playhouse 90, Red Skelton, Steve Allen and many others. ARB	IN PORTLAND **49.8** **BEATS:** Perry Como, Bob Hope, Playhouse 90, Disneyland, and many others. ARB	IN SAN ANTONIO **30.2** **BEATS:** Dragnet, Arthur Godfrey, George Gobel, Steve Allen and many others. PULSE
CT. '56	IN BALTIMORE **30.3** **BEATS:** Ed Sullivan, Perry Como, Groucho Marx, Playhouse 90 and many others. ARB	IN ATLANTA **21.6** **BEATS:** Playhouse 90, Phil Silvers, Arthur Godfrey, Steve Allen, and many others. ARB	IN ALBANY-SCHENECTADY-TROY **26.9** **BEATS:** Ed Sullivan, Jack Benny, Lawrence Welk, Arthur Godfrey, and many others. ARB
EPT. '56	IN SAN ANTONIO **34.7** **BEATS:** Climax, Dragnet, G.E. Theatre, What's My Line, and many others. PULSE	IN SANTA BARBARA **24.6** **BEATS:** Ed Sullivan, Perry Como, Climax, Lawrence Welk, and many others. ARB	IN SOUTH BEND-ELKHART **24.2** **BEATS:** Groucho Marx, Dragnet, Disneyland, Steve Allen, and many others. ARB
AUG. '56	IN DETROIT **33.1** **BEATS:** Ed Sullivan, Groucho Marx, Climax, Dragnet and many others. ARB	IN NEW ORLEANS **22.8** **BEATS:** Ed Sullivan, $64,000 Question, Lawrence Welk, Disneyland, and many others. PULSE	IN BALTIMORE **20.1** **BEATS:** Groucho Marx, Dragnet, Phil Silvers, Disneyland, and many others. ARB
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JUNE '56	IN BOSTON **24.2** **BEATS:** What's My Line, Dragnet, George Gobel, Sid Caesar and many others. ARB	IN SALT LAKE CITY **23.1** **BEATS:** Lawrence Welk, Disneyland, Red Skelton, Wyatt Earp, and many others. ARB	IN NEW ORLEANS **50.5** **BEATS:** Ed Sullivan, Dragnet, I Love Lucy, $64,000 Question, and others. PULSE
MAY '56	IN COLUMBUS **42.1** **BEATS:** Ed Sullivan, Groucho Marx, Climax, Lawrence Welk, and many others. ARB	IN SAN ANTONIO **29.4** **BEATS:** Perry Como, Wyatt Earp, This Is Your Life, Fireside Theatre, and many others. PULSE	IN BIRMINGHAM **34.8** **BEATS:** Climax, Bob Hope, This Is Your Life, Lawrence Welk, and others. PULSE
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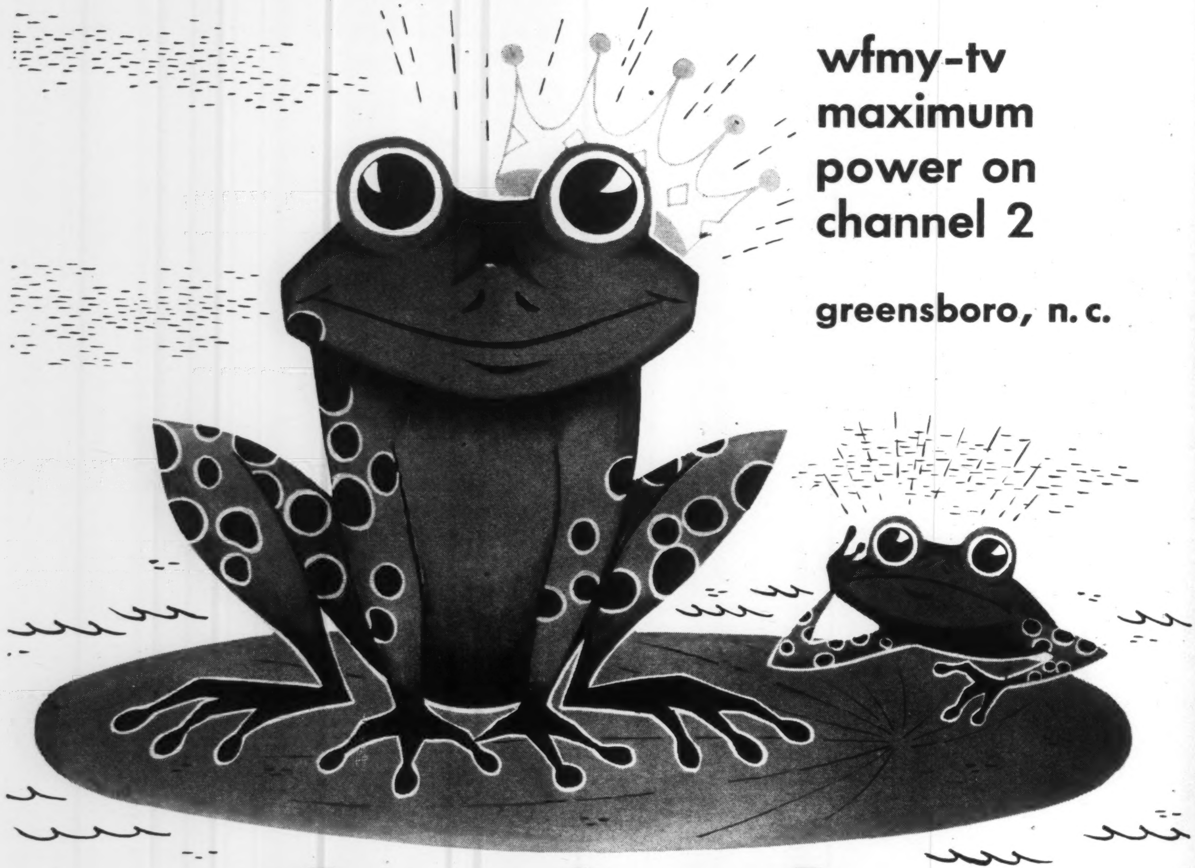

wfmy-tv maximum power on channel 2

greensboro, n. c.

the winnah . . .

Here in the Prosperous Piedmont section of North Carolina and Virginia, your sales message gets home "first" with the "most" impact when you buy WFMY-TV. Put your product in the winner's circle — every time — by calling your H-R-P man today for full details of WFMY-TV's great market.

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$2.7 Billion Market . $2.1 Billion Retail Sales

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Winston-Salem
Durham
High Point
Salisbury
Reidsville
Chapel Hill
Pinehurst
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Fort Bragg
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WFMY-TV . . . Pied Piper of the Piedmont
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Channel 2

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A DRUM IS A WOMAN

TWO current arguments—(1) that only pay-tv can offer the most unusual forms of entertainment in the home and (2) that the tv industry is anti-Negro (see RCA stockholders meeting story, this issue)—received adequate rebuttal last Wednesday night from CBS-TV and the U. S. Steel Corp. For viewers of the *U. S. Steel Hour*, Duke Ellington's "A Drum is a Woman" was that tv rarity—an all-sepia musical fantasy performed with skill, wit and good taste.

Edward Kennedy Ellington has been around a long time and thus it would hardly seem fair to liken this score to such earlier Ellingtonia as "Black and Tan Fantasy" or "Liberian Suite," nor would it be right to say "Drum" was dramatically correct. But this is not the point. What is correct is that Mr. Ellington, his tremendous talent, his good-natured, almost-pixyish humor, his propensity to talk, act and think in the jazz idiom, is greatness personified, and it's hard to improve upon greatness.

In this corner we paid little attention to the structural makeup of the play, for we were just too fascinated and enthralled by the very idea that tv had embraced the Duke and his crowd.

The story was complicated and at times belabored: a Caribbean native is in love with his drum; the drum turns out to be a woman, a Madame Zajj ("jazz" spelled, or rather, pronounced backwards.) Personifying the spirit of jazz, she attempts, for nearly 50 minutes, to seduce the native lad and finally wins him for her very own, traveling meanwhile from the jungles to Barbados, to New Orleans, Chicago, Harlem and back to the jungle. Confused allegory, perhaps, but nonetheless it made its point: namely, that jazz is more than just brassy music.

The boys in the CBS-TV technical department must have had themselves a time. There were trick shots of Madame Zajj flying—and driving—through space; banks of artificial fog rolled over the soundstage, and voice dubbing triumphed by allowing the happy marriage of song (by Joya Sherrill) and dance (by Carmen De Lavallade). As to Miss De Lavallade, whose husband, Geofrey Holder, appeared on the *Steel's* equally-daring "The Bottle Imp" just a month or so ago, she was beguiling and enchanting in every way. And so were some of arranger Bill Strayhorn's numbers, particularly "You'd Better Know It."

So far as U. S. Steel goes, it ought to be commended for having brought a ray of tropical sunshine into an otherwise drab season. For as long as we can get this range of entertainment simply by buying steel appliances, we wouldn't think of fishing into our pockets for a quarter to drop into the metered set.

Production costs: Approximately $80,000.
Sponsored by U. S. Steel Corp. through BBDO, on CBS-TV (in color) May 8, 10-11 p.m. EDT.
Written for tv by Will Loren, based upon the Columbia "LP" record album by Edward K. (Duke) Ellington and Billy Strayhorn. Produced for The Theatre Guild by Marshall Jamison. Director: Norman Felton; Assoc. Producer: John Haggott; scenery: Willard Levitas; story editor: Dorothy Hechtlinger; technical director: Bob Dailey; choreographer: Paul Godkin.
Cast: Duke Ellington (narrator), Carmen De Lavallade, Talley Beatty, Joya Sherrill, Margaret Tynes, Ozzie Bailey, Duke Ellington orchestra and dancers.

SUSAN'S SHOW

THE small fry as well as the young in heart are literally transported by magic stool from the reality of "mommy's kitchen" to the fantasy of "Wonderville" on *Susan's Show*, which premiered on CBS-TV after considerable local exposure on its o&o WBBM-TV Chicago.

It's all faintly reminiscent of *Alice in Wonderland*, with engaging, 12-year-old Susan Heinkel taking viewers along for the ride. Her helpmates: Mayor Pegasus, the talking table; Caesar P. Penguin (obviously named after WBBM-TV Musical Director Caesar Petrillo), leader of the Woodland Symphony, and such musicians as Wolfgang, the violin-fiddling bear; Gregory, flute-playing rabbit, and Bruce, a gopher who has a way with a drum. During her travels Susan learns to operate a "magic box" for dispensing children's delights and a cartoon-machine and gets to lead the symphony.

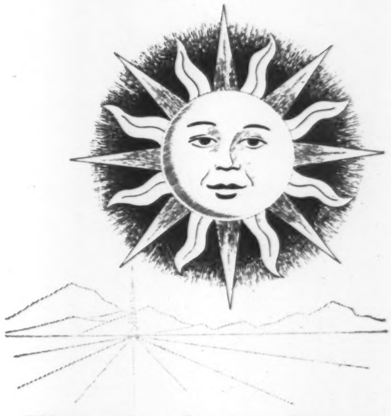
What makes this series promising, however, is the poised, polished, professional way in which Miss Heinkel acquits herself. She's been at it—acting, singing and dancing on radio-tv-stage—for nine years and it's quite obvious the tv camera holds no qualms for her.

Miss Susan got her start portraying Shirley Temple in a St. Louis hotel Christmas show in 1947 and many viewers may well feel distinct disenchantment when she finally reaches that point of no return—the awkward age.

Production costs: $5,800.
Telecast by CBS-TV sustaining Sat., May 4, 10-10:30 a.m. CDT.
Producer: Frank Atlass.
Director: Barry McKinley.
Designer: Jerry Pinsler.
Star: Susan Heinkel, with John Coughlin as voice of Mr. Pegasus.

SPOT PREVIEWS

THE movie-going public of Southern California, accustomed to registering its opinions of new movies sneak-previewed at local theatres, last fortnight had a chance to say what it thought of three 60-second commercials for New Blue Dutch Cleanser. The spots, prepared by UPA for Purex Corp., were shown to audiences at the Palms Theatre in Culver City and the Panorama Theatre in Van Nuys, who were asked to fill out audience reaction cards in regular film preview style. When audited by Price Waterhouse, votes of the movie audiences will determine which of the three commercials will be used to open the New Blue Dutch summer campaign on NBC-TV's *Arthur Murray Party* series (Tues., 8-8:30 p.m. EST).



There's Only One!

Of course, we know there *is* more than one radio station in the West...but the truth is, there's only ONE that *covers the West... best!* And you *need* only one to reach—and sell—the entire Western Market!

COVERAGE — Only one, KOA-Radio, covers the big Western Market like the big Western sky...reaching 3½ million Westerners in 302 counties of 12 states!

POWER — Only one, KOA-Radio, has the big, 50,000-watt "voice of the West" that Westerners have relied on for over 32 years!

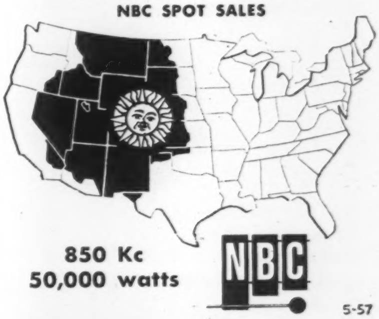
ACCEPTANCE — Only one, KOA-Radio, by "personalizing" its programming to suit Western tastes...along with a fine lineup of NBC programs, has established and maintained audience leadership throughout the West.

VALUE — Only one, KOA-Radio, is the buy that best delivers more for each advertising dollar spent, day and night, seven days a week.

BONUS — Only one, KOA-Radio, reaches and delivers the huge summer audience of 12½ million tourists who vacation an average of 8.8 days in the Rocky Mountain Empire and spend more than 650 million dollars! Wherever tourists go in the West, they drive all day with KOA!

PLUS — Only one, KOA-Radio, has the magnetism that results in measurable sales! Thousands of satisfied customers agree that if it's told on KOA...it's sold by KOA!

Call KOA Radio Sales or NBC SPOT SALES



850 Kc
50,000 watts

NBC

5-57

KOA Radio
DENVER

One of America's great radio stations

There Must Be
A Reason
Why

Edward

THE ORIGINAL

NEW YORK • CHICAGO • ATLANTA

Millions and Millions of Dollars

. . . were spent in Spot TV advertising during 1956 by leading food and grocery product manufacturers.

Yes—the reason is simple—greater flexibility. You can buy the kind of audience you want, when you want it, and in the markets you want.

These great stations, servicing 14,000,000 TV homes, carried an enormous amount of the food and grocery Spot TV advertising.

For all the facts . . . Ask Petry

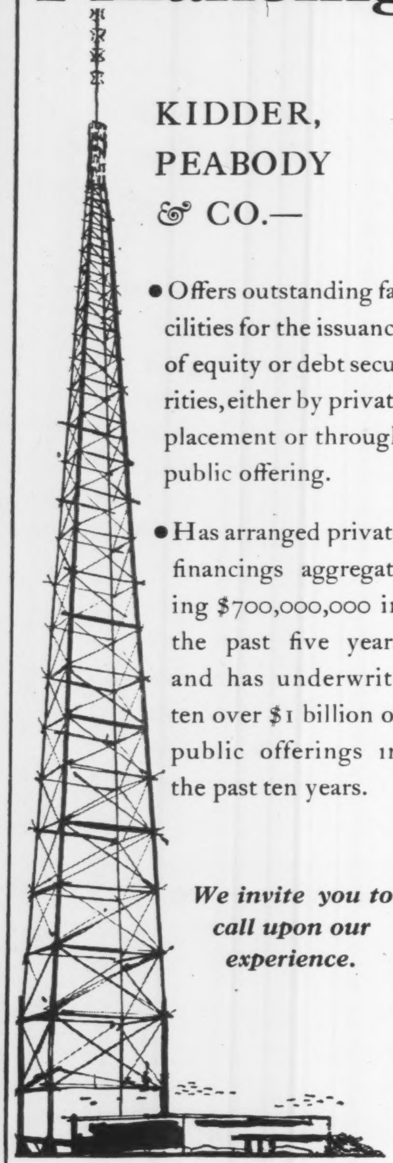
WSB-TV	**Atlanta**
KERO-TV	**Bakersfield**
WBAL-TV	**Baltimore**
WGN-TV	**Chicago**
WFAA-TV	**Dallas**
WESH-TV	**Daytona Beach**
WTVD	**Durham-Raleigh**
WICU	**Erie**
WNEM-TV	**Flint-Bay City**
WANE-TV	**Fort Wayne**
KPRC-TV	**Houston**
WHTN-TV	**Huntington**
WJHP-TV	**Jacksonville**
KARK-TV	**Little Rock**
KCOP	**Los Angeles**
WISN-TV	**Milwaukee**
KSTP-TV	**Minneapolis-St. Paul**
WSM-TV	**Nashville**
WTAR-TV	**Norfolk**
KMTV	**Omaha**
WTVH	**Peoria**
KCRA-TV	**Sacramento**
WOAI-TV	**San Antonio**
KFMB-TV	**San Diego**
KTBS-TV	**Shreveport**
WNDU-TV	**South Bend-Elkhart**
KREM-TV	**Spokane**
KOTV	**Tulsa**
KARD-TV	**Wichita**

Television Division

Petry & Co., Inc.

STATION REPRESENTATIVE

• DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS



Financing

KIDDER,
PEABODY
& CO.—

- Offers outstanding facilities for the issuance of equity or debt securities, either by private placement or through public offering.
- Has arranged private financings aggregating $700,000,000 in the past five years and has underwritten over $1 billion of public offerings in the past ten years.

We invite you to call upon our experience.

KIDDER,
PEABODY & CO.
FOUNDED 1865

NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO

Offices and correspondents in thirty other principal cities in the United States

Address inquiries to:
ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

Champaign, Ill: 45th Market

EDITOR:

In connection with your listing of the top television markets [B•T, May 6] I am writing to say that insofar as the CBS market analysis is concerned, we find it necessary to make changes from time to time. One of the reasons for change is this: Our market areas are based upon the anticipated coverage of individual stations which collectively provide a network's national coverage pattern. Thus, when the FCC makes a change in the allocation table the interlocking coverage of adjacent markets may be affected.

A case in point is Champaign, Ill., which, since our original (1955) market study, has been moved up to a rank of No. 45 in our latest market listing.

I trust that this example will point out the fact that every market listing is based upon a set of assumptions, and that when the assumptions change, the list itself may change.

William B. Lodge
Vice President of Station Relations & Engineering
CBS Television
New York City

EDITOR:

We were very much surprised and frankly quite alarmed when we read [about] the 125 areas that you characterize as making up the "125 markets" [B•T, May 6].

The reason for our consternation and surprise is obvious. One of the most outstandingly successful "area stations" has been completely overlooked . . . WCIA (TV) located in Champaign-Urbana and serving one of the largest and richest areas of any existing television station.

WCIA covers the central Illinois and western Indiana area completely. NCS No. 2 supports the fact that WCIA is dominant in the composite market of Danville, Bloomington, Springfield, Decatur and Champaign-Urbana and portions of western Indiana and the Peoria area by showing WCIA as serving a total of 403,370 television homes in the spring of 1956.

Since your publication is taken to be an authoritative industry source . . . this article will be read and studied. Under those circumstances, you would naturally want to recheck the "125 market tabulation" and correct this or any other errors that might have crept in through the use of network tabulations which are based on plans submitted to the FCC and in deintermixture proceedings and are not based on actual station performance.

Guy Main
Vice President & Director of Sales
WCIA (TV) Champaign, Ill.

Did Not Denounce FCC Delay

EDITOR:

In the May 6 B•T reporting the two-day hearing before a subcommittee of the Senate Small Business Committee, I must take exception to the following paragraph:

"While DBA supporters and CCBS witnesses expressed different bases for accepting or rejecting the daytimers' request for extended hours, both joined Sen. Morse in denouncing the FCC for its delay in acting on the DBA request."

At no point in my printed statement, or my oral testimony, did I "denounce" the FCC for its delay in acting on the Daytime Broadcasters Assn. request. On page 18 of my prepared statement, I said that "a decision on the merits of the DBA proposal must be left to the expert body, the Federal Communications Commission, which presently has this matter under study." On page 21, I outlined some of the problems which the commission has faced in the last ten years which "undoubtedly account for the delay" in disposing of the DBA petition. However, I added that "the Commission is in the best position to state the reasons for the lack of action."

Hollis M. Seavey
Director
Clear Channel Broadcasting Service
Washington

EDITOR:

Thanks for the full and fair report of the Daytime Broadcasters' recent hearing [B•T, April 6] . . . 1,200 of us daytimers appreciate it.

Tim Elliot
President
WCUE Akron, Ohio

The Facts—on the Line

EDITOR:

We've been advised that B•T joined the Audit Bureau of Circulation during 1956. This is good news. We congratulate you on this important decision.

Dr. E. L. Deckinger
Grey Adv. Agency
New York City

[EDITOR'S NOTE—B•T culminated its first quarter-century by announcing its ABC membership Oct. 9, 1956].

Stumbled on Agencies

EDITOR:

In the *Colorcasting* schedule you publish each issue . . . [you should] credit Campbell-Ewald, instead of D. P. Brother, as Chevy's advertising agency. Some of the old timers informed me that the Chevrolet account has been with us in excess of 30 years.

This is merely constructive criticism and you can still count me among your most interested readers.

Richard E. Fischer
Network Media
Campbell-Ewald Co.
Detroit, Mich.

Pie—Still Fresh

EDITOR:

Admittedly, it wasn't yesterday that Pie Traynor almost took the Pirates to a pennant, or covered third base with ridiculous ease. And, as baseball goes, I suppose you'd

Big league signal!

Who's on first in Cleveland radio?

From 6 AM to midnight
PULSE shows that
all stations trail WERE
87.5% of the time.

WERE leads in 63 of the
total 72 quarter hours, and is
on second for the other nine.
Nothing less.

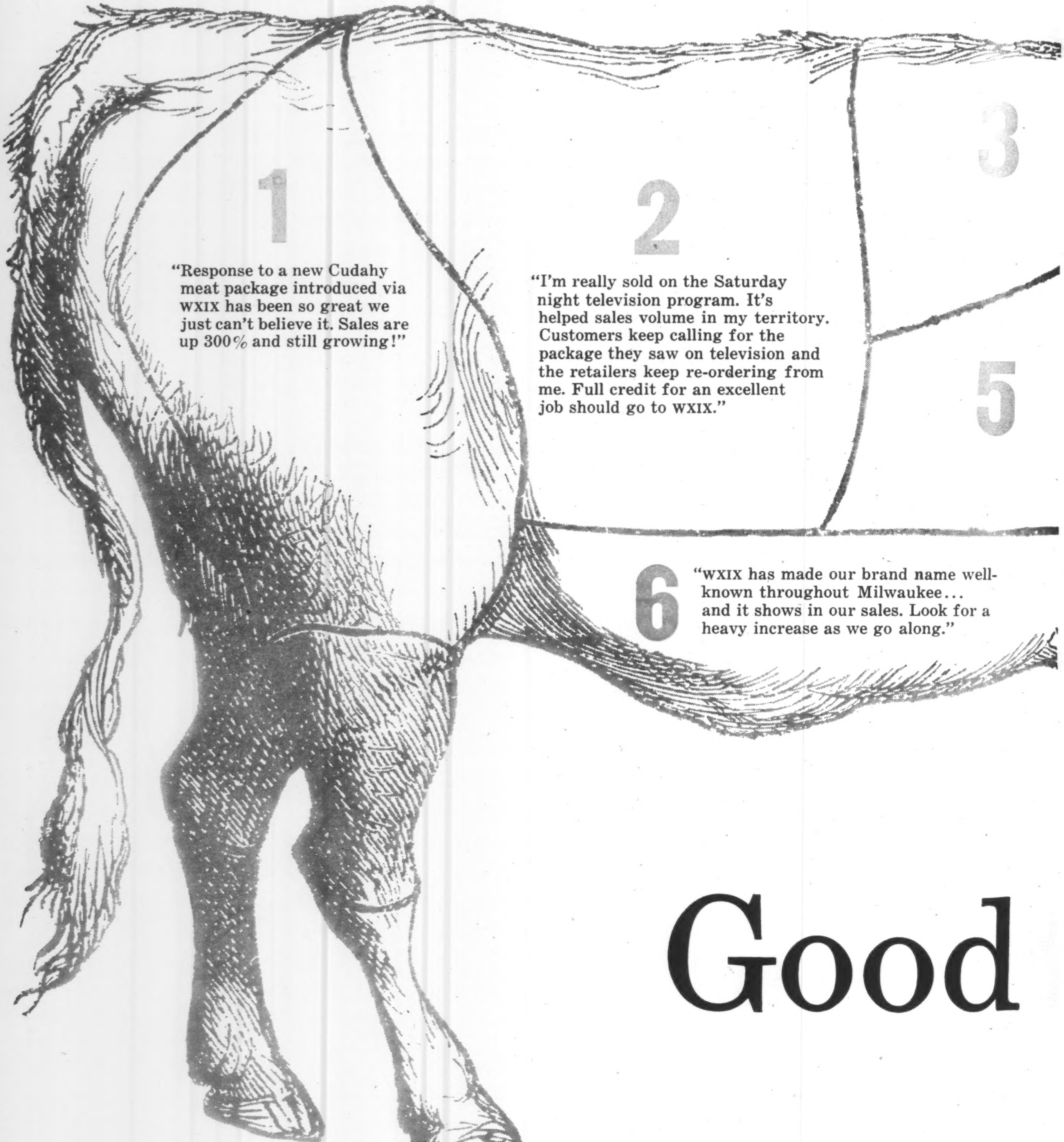
Know a better place to
make your pitch than on

WERE

Cleveland's Sound
Listening/Selling Habit

RICHARD M. KLAUS
Vice President &
General Manager

Represented Nationally by Venard, Rintoul & McConnell, Inc.



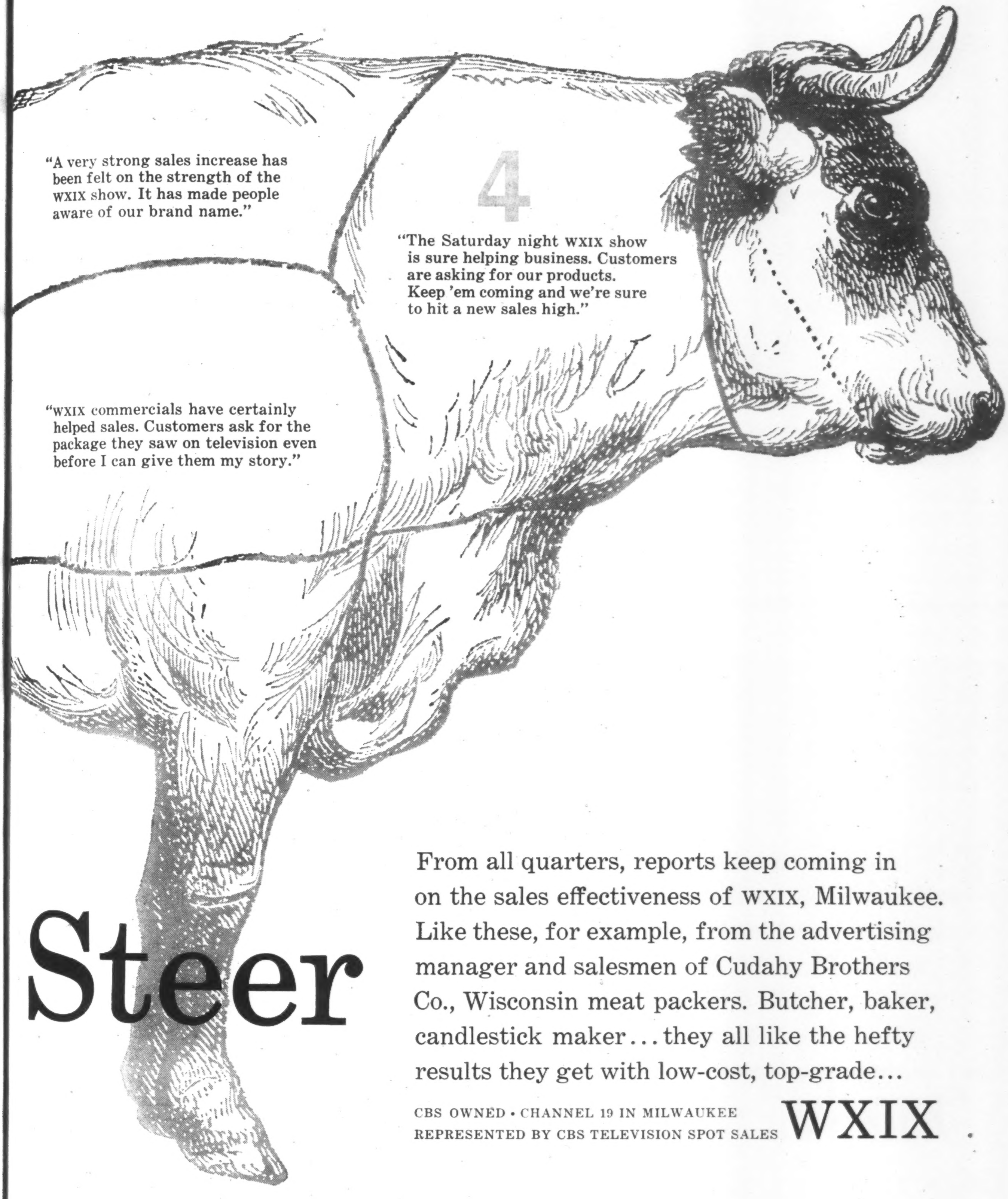
1 "Response to a new Cudahy meat package introduced via WXIX has been so great we just can't believe it. Sales are up 300% and still growing!"

2 "I'm really sold on the Saturday night television program. It's helped sales volume in my territory. Customers keep calling for the package they saw on television and the retailers keep re-ordering from me. Full credit for an excellent job should go to WXIX."

6 "WXIX has made our brand name well-known throughout Milwaukee... and it shows in our sales. Look for a heavy increase as we go along."

Good

1 A. J. McCULLOUGH, Advertising Manager **2** JIM EHAROSHE, Salesman – Route 9 **3** ED BEHMKE, Salesman – Route 6



"A very strong sales increase has been felt on the strength of the WXIX show. It has made people aware of our brand name."

"The Saturday night WXIX show is sure helping business. Customers are asking for our products. Keep 'em coming and we're sure to hit a new sales high."

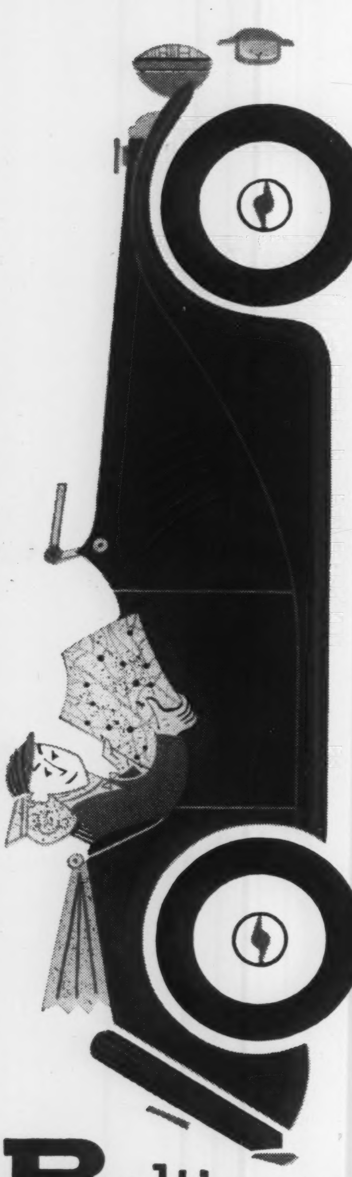
"WXIX commercials have certainly helped sales. Customers ask for the package they saw on television even before I can give them my story."

Steer

From all quarters, reports keep coming in on the sales effectiveness of WXIX, Milwaukee. Like these, for example, from the advertising manager and salesmen of Cudahy Brothers Co., Wisconsin meat packers. Butcher, baker, candlestick maker... they all like the hefty results they get with low-cost, top-grade...

CBS OWNED • CHANNEL 19 IN MILWAUKEE
REPRESENTED BY CBS TELEVISION SPOT SALES **WXIX**

4 DICK MUELLER, Salesman—Route 10 **5** H. J. MARTINDALE, Salesman—Route 1 **6** JOHN HUTT, Salesman—City


more listeners than any other Baltimore radio station more listeners than any other Baltimore radio station more listeners than any other Baltimore radio station

Baltimore

is so easy to reach when you ride with

WFBR

REPRESENTED BY

JOHN BLAIR AND CO.

have to classify him among the "ancients" [IN REVIEW, April 22], but somehow that doesn't seem right for Pie.

At 57, he's doing two nightly sportcasts on KQV where he's been sports director since 1945, appearing weekly on tv, assisting the Pirates, making speaking engagements, assisting youth and sports projects etc.

James Murray
Station Manager
KQV Pittsburgh

[EDITOR'S NOTE—We accept Mr. Traynor as an energetic, "youthful" broadcaster and public servant. Our reviewer, however, couldn't forget that 30 years ago he watched Pie start them "around the horn" to George Grantham and Earl Sheely.]

Rebuttal on Two Fronts

EDITOR:

May I correct your April 29 editorial?

One, we are not "busybodies", which word implies meddling. The airwaves belong to the American people and under this system we have certain rights and responsibilities. . . . People choose to do something about things that concern them.

Two, we have read the law. We know that licensees secure temporary use of the airwaves after pledging to serve in the public interest. FCC is charged with responsibility of seeing that his pledge is kept.

FCC has answered complaints with the statement that at the time of renewal they examine a station's performance.

FCC has a legal right to review programming. . . . In exercising its licensing function the Commission must consider whether the applicant's proposed services (and past services to the extent they forecast the future) will be in the public service.

This proposed extension [of station licenses to five years] would make it almost impossible for our American system of broadcasting to function as it was intended to when the Radio Act of 1927 was enacted.

Mrs. Clara S. Logan
President
National Assn. for Better Radio & Television

EDITOR:

Your April 29 editorial . . . implies we put pressure on members of Congress and try to influence legislation which we are expressly forbidden to do by law.

As to the Federal Trade Commission, we are happy to be of assistance to any agency known as the government's watchdog against false and misleading advertising. No decent broadcaster wants commercials on the air that tend to undermine all advertising.

As to our commercial surveys, we feel sure it will help sponsors, agencies and stations to find out what the public likes and dislikes.

Peter Goelet
President
Natl. Audience Board
New York City

For Retailer Orientation

EDITOR:

B•T, April 8, carries a report on radio advertising by Rudolph F. Purpus, president of our firm. May we reproduce your article? We want to distribute it to our retailer clients throughout the country.

E. V. Hall
Local Trademarks Inc.
New York City

[Editor's Note—Permission granted]

More Pleased Fm-ers

EDITOR:

Belated congratulations on the fine fm report [B•T, April 8]. It should give fm broadcasting a much needed boost. Please send us 100 reprints.

Charles Kline
Charles Kline Co.
Chicago

EDITOR:

Just finished your very fine article on the future of fm. Congratulations! It was exceedingly well done.

Ross Beville
Vice President for Engineering
WWDC-AM-FM Washington

EDITOR:

"How Bright a Future for Fm?" is the finest article we have seen on the subject. We want 100 copies for potential clients.

M. D. Buchen
General Manager
KGLA (FM) Los Angeles

[EDITOR'S NOTE—Reprints of the B•T April 8 "How Bright a Future for Fm?" are available at $15 per 100 copies.]

Echoes Along Agency Row

EDITOR:

The YEARBOOK-MARKETBOOK will be of great help to me.

Vance D. Hicks
Young & Rubicam
New York City

EDITOR:

. . . The 1957 BROADCASTING YEARBOOK-MARKETBOOK will be a real help to me in the coming year.

Harry Parnas
Media Director
Doyle Dane Bernbach
New York City

EDITOR:

Rarely have I seen such good information assembled so well.

Justin T. Gerstle
Benton & Bowles
New York

Liked Evaluation of Radio

EDITOR:

We are very interested in your April 1 "Seven Reasons Why Radio Is Back In Agency Favor." We would like to have some reprints of this article.

DeWitt Wyatt
Station Manager
WPDX Clarksburg, W. Va.

[EDITOR'S NOTE: Reprints of the address by Arthur Porter of J. Walter Thompson [B•T, April 1] are available at $7.50 per 1,000 copies, $4 for 500 copies, $2 for 100 copies, less than 10 copies, no charge].

Coming! United's superior new low-cost service . . .

DC-7 CUSTOM COACH

NONSTOP LOS ANGELES-NEW YORK

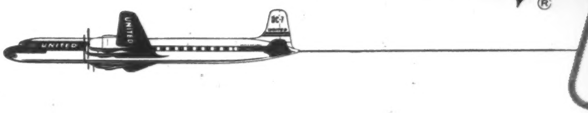
Starts June 9, fare only $99*

LOS ANGELES-CHICAGO-NEW YORK

Starts July 11, fare Los Angeles-Chicago only $76*, Chicago-New York only $33*

UNITED
AIR LINES®

DC-7
CUSTOM
COACH



It's air travel's newest treat! United's DC-7 CUSTOM COACH, featuring—

- HOT meals (optional at nominal price). They're full-course and they're delicious, served to you on convenient fold-down tables.
- Specially reserved seats (choose your own at check-in time!).
- Exclusive new comfort arrangement, with plenty of stretch-room for 6-footers, increased aisle space, extra comfort for everyone. Colorful new interiors.
- Nation's fastest airliner, the DC-7, with 6-mile-a-minute service at economy fares.

For reservations or information, just call United or an authorized travel agent.

*Fares plus tax. Local times quoted.

STARTS JUNE 9
Nonstop service lv Los Angeles 8 p.m., arr New York 6:45 a.m.

STARTS JULY 11
Lv Los Angeles 11:35 a.m., lv Chicago 8 p.m., arr New York 11:37 p.m.

77%

MORE audience
in Lansing

20 to 1 power

5000
LIVELY WATTS

Feb.—Mar. '57 Hooper
In Lansing Shows
MONDAY THRU FRIDAY

	WILS	Station B
7:00 a.m.—12 noon	58.9	26.6
12 noon—6:00 p.m.	54.6	32.7

LANSING
MICHIGAN

More listeners than
all other stations
heard in
Lansing combined*

*Jan. thru Mar. average
C. E. Hooper, Inc.

WILS
music news sports

Represented Nationally by
Venard, Rintoul & McConnell, Inc.

OUR RESPECTS

to Robert Edmund Eastman

BACK in depression days at Ohio Wesleyan, Robert E. Eastman, president of ABC Radio Network, learned a valuable lesson in salesmanship. He had taken over a sandwich route from a fellow student who had run it on a cost basis—the lowest cost sandwich for the biggest profits.

Mr. Eastman promptly revised this policy to offer the best possible sandwich, figuring that added sales would build a greater gross with a better net. He was right. The route flourished and netted Mr. Eastman $75 a week.

And now as president of the newly-autonomous ABC Radio Network, a post he assumed May 1, Mr. Eastman utilizes a broadcasting version of this selling philosophy by offering good programming, not facilities, to advertisers and their agencies.

As he explains, "The salesman must make a product appealing. In network radio, we should be selling programming, not facilities, because from the advertiser's point of view, it is sales effectiveness that counts." He reminds us, though, that his approach is workable only if the product is first-rate.

It was this type of basic thinking by a creative type of salesman that previously had propelled Mr. Eastman and John Blair & Co., radio station representative, to the fore in the broadcasting field.

It followed that Leonard Goldenson, American Broadcasting-Paramount Theatres' president, turned a beckoning eye to the Blair executive in selecting the "heavy" to lead the ABC Radio subsidiary in its push for the No. 1 spot in network radio.

A six-footer, Mr. Eastman is trim, spry and agile. He is cut on the Madison Ave. executive pattern. He leans to dark business suits, is masculine and shows some grey at the temples; keeps a few attache cases ready for use near his desk and can talk with sparkle and enthusiasm for better than an hour at a clip.

Robert Edmund Eastman literally was born into the advertising family on April 29, 1913, the son of Roy O. Eastman, then advertising manager of the Kellogg Co. at Battle Creek, Mich. The elder Mr. Eastman took his family to Cleveland when Robert was two, establishing there one of the first independent market research firms in the advertising business. Young Robert went through Cleveland Heights and Scarsdale, N. Y., public schools (the Eastmans moved to New York in 1929).

In characteristic good humor, Mr. Eastman recalls that in those depression years when "anybody could get into college," he left his Scarsdale home for Ohio Wesleyan, but not until he had made an automobile trip to California with another youngster and sung part time as a baritone on WFAS in White Plains, N. Y. At college, he did odd jobs while studying medicine, chemistry and business.

After a year's stint as a gasoline station attendant, Mr. Eastman graduated from Wesleyan in 1937 and joined NBC in New York as a page boy.

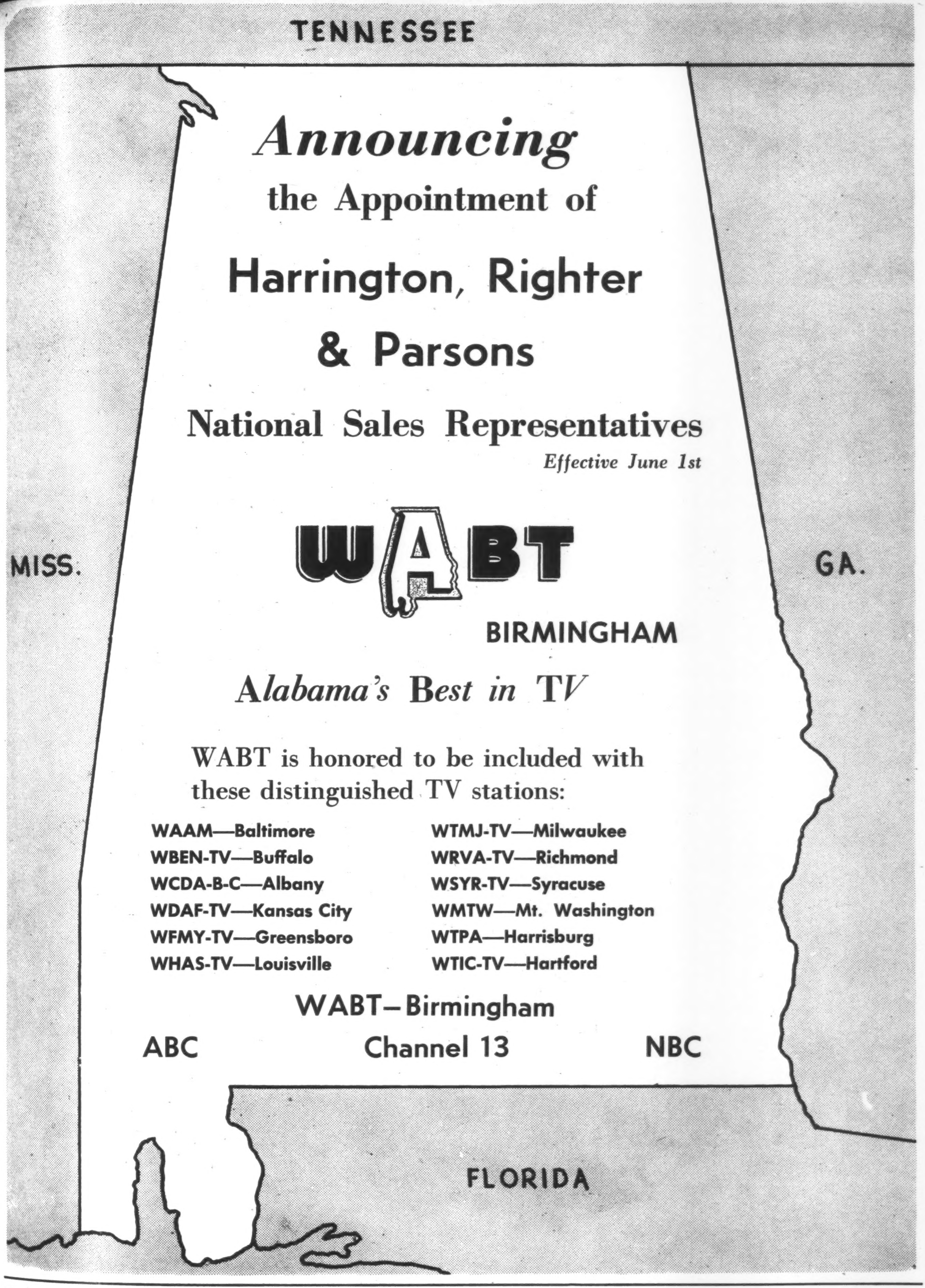
From then on, Mr. Eastman was on his way up in radio. He became eastern local programming manager of WEAF and WJZ New York and then NBC Spot Sales salesman in 1940, creating $100,000 in new business in one year. He was with the Blue Spot Sales (now ABC) for a year and in 1943 joined John Blair as a salesman.

In May of 1950, Mr. Eastman was appointed sales manager and vice president of the Blair company and by December 1953 he was elected executive vice president.

Along the way, Mr. Eastman has brought together some thoughts on radio selling. In this field, he says, one must have ideas; get an order on a clean, fair and ethical basis; sell positively by building up one's own product; have a degree of autonomy on the executive level with an incentive in remuneration; be able to visualize another person's problem. The concept he built at Blair: sell programming, not time.

MR. EASTMAN sees a challenge in network radio as a medium ripe for a doctor in the house. He thinks the same creativity that was applied to spot radio and gained it "recognition" can be applied to network programming. There have been "too many false starts" in network radio, he says, emphasizing that ABC Radio's ultimate goal will be "the leading radio network with the most popular programs, and with the greatest appeal in programming and revenue to stations." Network radio, he feels, has been sold mainly on a price basis. But, he warns, a product sold on price alone cannot be successful. The sell must be on value and network radio is a "fabulous advertising bargain." Rates should be higher, Mr. Eastman reflects, but only as values are increased.

As a commuter, Mr. Eastman spends 2 hours 40 minutes daily getting from and to his home in Waccabuc, N. Y. His wife is the former Ann Strom, whom he met and married during his NBC tenure. They have four children, Spencer, 17; Robert, 15; Victoria, 12 and Stephanie, 10. The Eastmans keep three horses; Mr. Eastman's outdoor pleasures include riding and golf.



Announcing

the Appointment of

Harrington, Righter & Parsons

National Sales Representatives

Effective June 1st

WABT

BIRMINGHAM

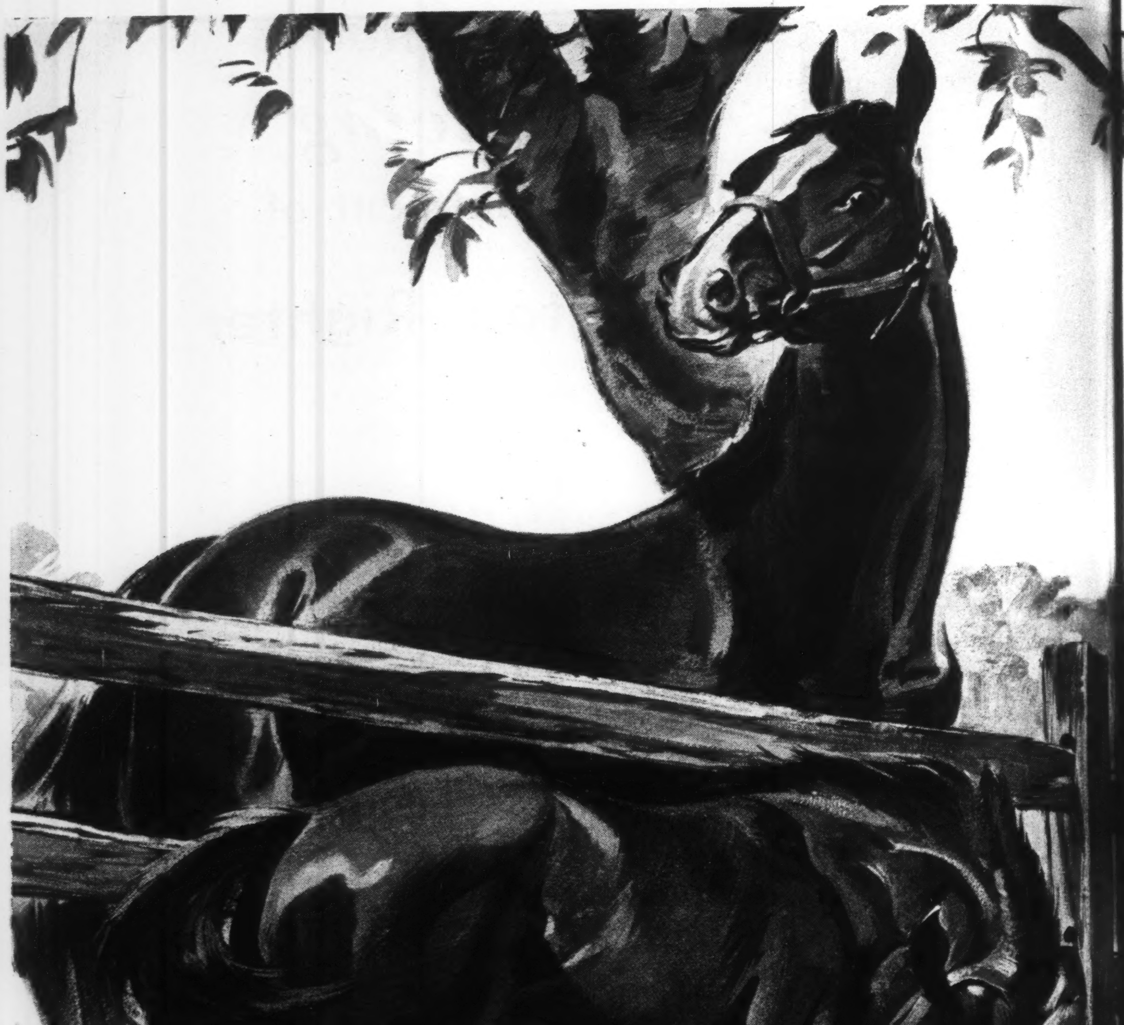
Alabama's Best *in* TV

WABT is honored to be included with these distinguished TV stations:

WAAM—Baltimore
WBEN-TV—Buffalo
WCDA-B-C—Albany
WDAF-TV—Kansas City
WFMY-TV—Greensboro
WHAS-TV—Louisville
WTMJ-TV—Milwaukee
WRVA-TV—Richmond
WSYR-TV—Syracuse
WMTW—Mt. Washington
WTPA—Harrisburg
WTIC-TV—Hartford

WABT—Birmingham

ABC **Channel 13** **NBC**



Like sire...like son

Among thoroughbreds, prized qualities are handed down from father to son. In radio and television, too, championship can be transmitted within a family. WKY radio is one of America's great pioneer stations. WKY-TV quickly achieved dominance in Oklahoma television. Now the same experience, skills, and resources have been extended throughout the WKY Television System, creating stations that clearly lead in their communities. Experience proves: In thoroughbreds and in television advertising, it pays to choose a championship line.

THE WKY TELEVISION SYSTEM, INC.

pioneering
color TV

WKY-TV Oklahoma City
WKY Radio Oklahoma City
WSFA-TV Montgomery
WTVT Tampa-St. Petersburg

Represented by the Katz Agency

WE
HEARTILY
RECOMMEND
AND
ENDORSE

Carolyn Sholdar Associates

30 PARK AVENUE, NEW YORK 16, N.Y.

WSIX-TV

CHANNEL 8

NASHVILLE, TENNESSEE

Louis R. Draughon, Pres.

R. D. Stanford, Gen. Mgr.

IN PUBLIC INTEREST

WILS Airs Election Debates

CANDIDATES for city elections in Lansing, Mich., were given the opportunity to debate the issues on WILS that city in the recent local elections. The station, to spur public interest, produced a series of of debates, along with active news coverage. This year's city elections brought the largest vote in the history of Lansing, the station said.

Cancer Forum on WJAR-TV

WHEN the American Cancer Society presented an hour-long *Cancer Facts Forum* on WJAR-TV Providence April 23, viewers had the opportunity to telephone questions which were answered by the forum participants. Besides information presented by the four doctors on the forum, the audience was shown the "seven danger signals" of cancer.

KXOL News Dept. on Display

KXOL Fort Worth participated in the annual Scoutarama held by Fort Worth Boy Scouts March 29-30 by setting up a display based on radio and public speaking. The station supplied typical news room equipment, which was operated by the Scouts under the supervision of the KXOL news staff.

KBIF Aids Cerebral Palsy

KBIF Fresno turned over its unsold newscasts during March and April to the United Cerebral Palsy Assn. and its Training Center for the Handicapped. The director of the association said numerous inquiries were received concerning possible jobs for the handicapped as a result of the broadcasts.

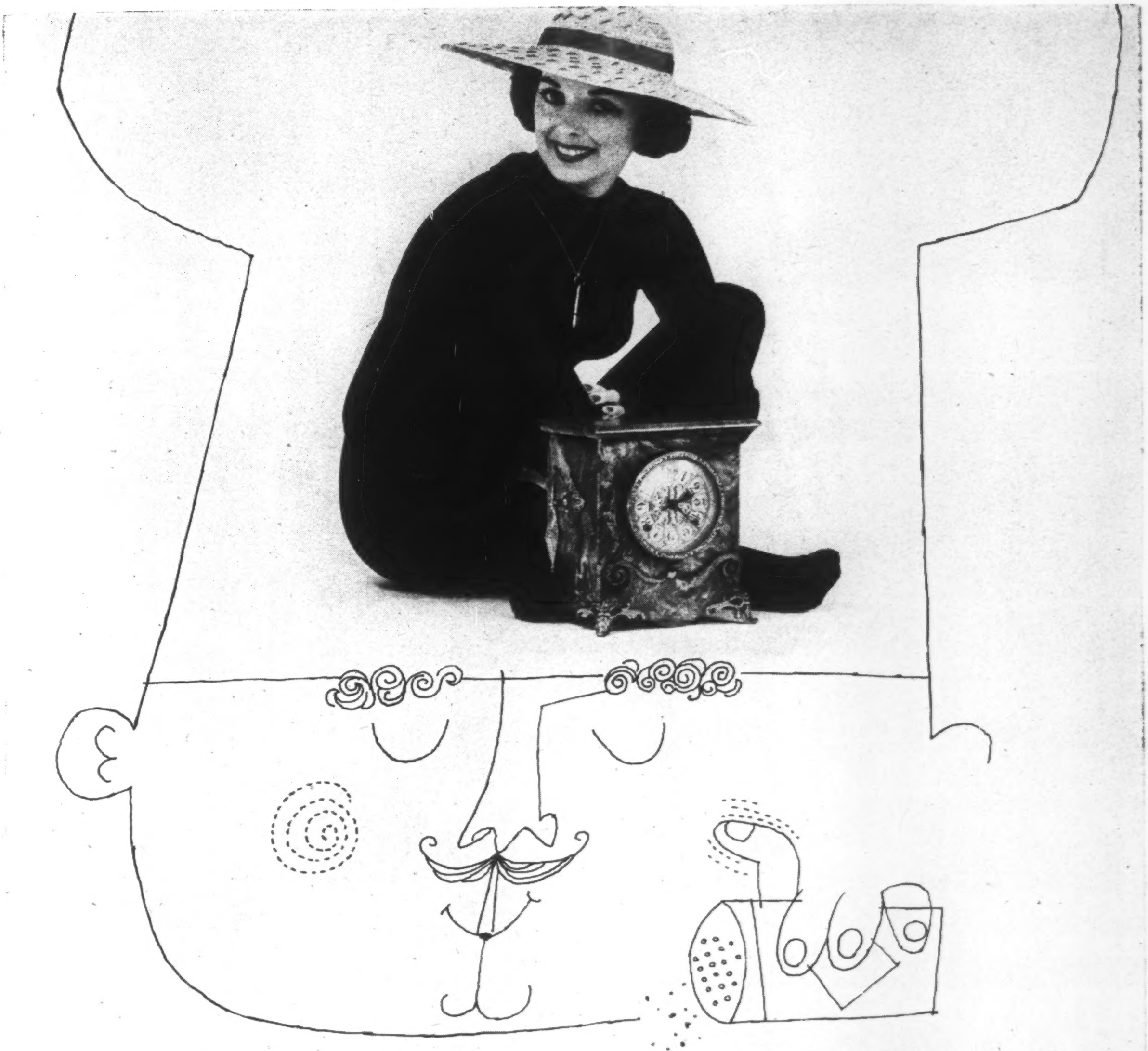
KMPC EXTENDS LAW

"THE long arm of the law" literally has been extended by KMPC Los Angeles through its broadcasting of police alert calls to aid the California Highway Patrol.

Holdup men in getaway cars and hit-and-run drivers are finding it tougher to elude the highway patrol with KMPC's direct broadcasting of police calls to alert the general public with descriptions of the fleeing autos.

Three recent cases, two involving hit-and-run accidents and the other theft, were solved as a result of tips from citizens who heard these broadcasts over KMPC, noted Mark Haas, the station's broadcasting director.

As a public service, KMPC now has a working arrangement with the Los Angeles City Police and the highway patrol whereby the police will notify the station of all incidents in which an all-out alert might help them and protect the public. The station interrupts its regular programs to broadcast such information.



you need the personal touch to sell in Milwaukee

'Tis not only what you say . . . but how you say it in this business. That's why we insist that, when you send us live copy . . . our disc jockeys deliver a LIVE live announcement! It's an INTEGRATED commercial, too . . . as much a part of the show as Perry Como or Frank Sinatra . . . and it's the word of a fellow that Milwaukee listeners enjoy. Yes, by design on WEMP, your copy gets the interpretation necessary to effectively sell the market!

WEMP

5000 watt power at 1250 k.c.

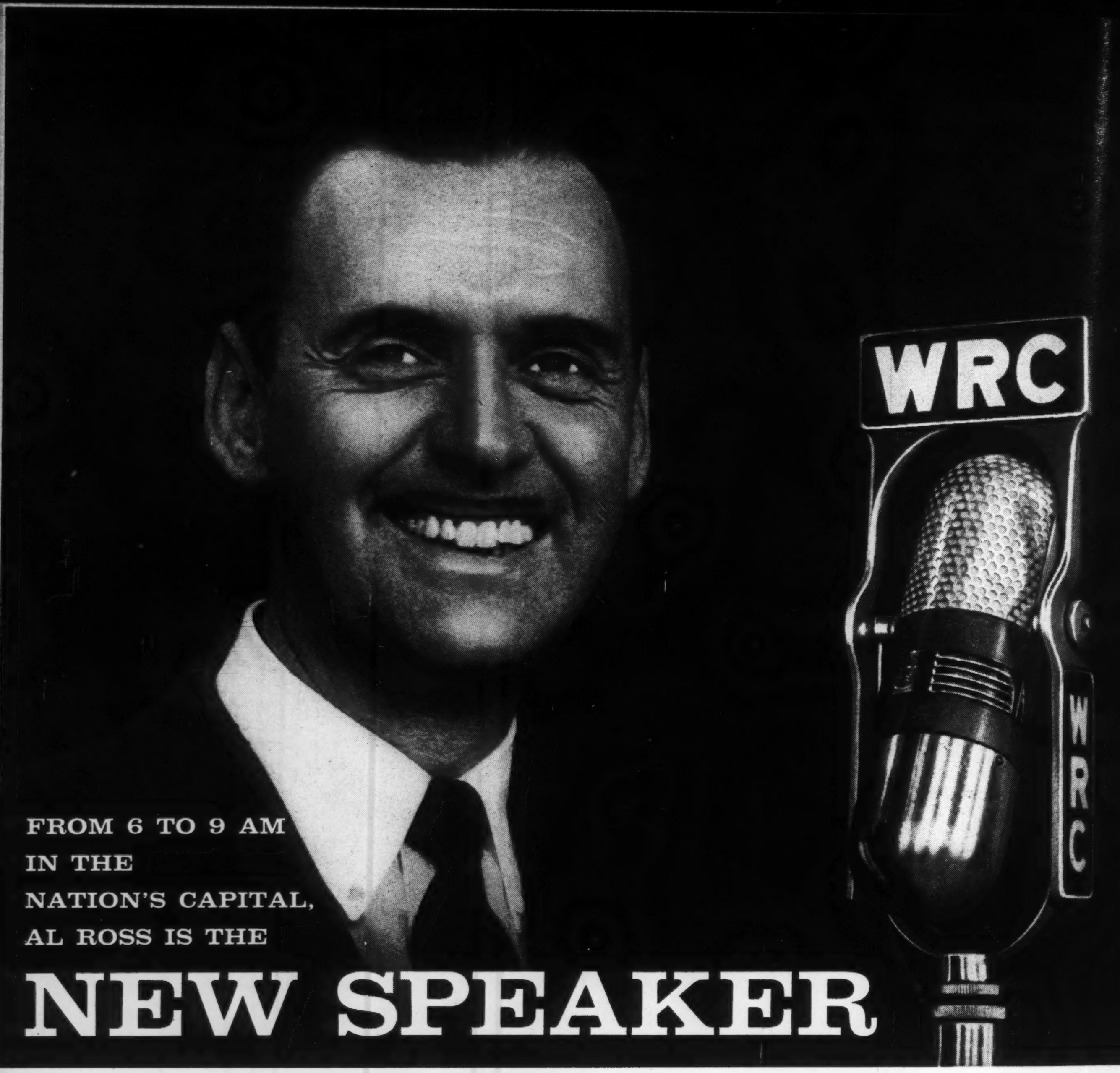
KEY ENTERTAINMENT STATION

BIG 7 RADIO PERSONALITIES: Records round the clock . . . 24 hours a day, seven days a week . . .

SPORTS: Live Play-by-play Milwaukee Braves Baseball; U. of Wisconsin Football and Basketball; Green Bay Packer Football; special sports events, 11 sportscasts daily.

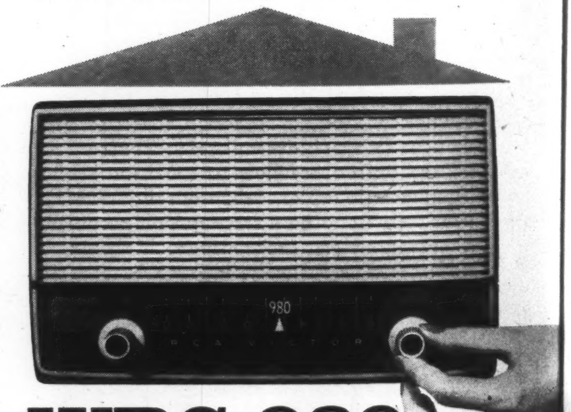
32 NEWSCASTS DAILY: Gathered and edited by 6-man WEMP news department from UP news wire, UP sports wire, 2 mobile units, special state correspondents, U. S. Weather wire, Police and Fire Dept. radio, regular daily telephone contacts.

represented wherever you live by Headley-Reed



FROM 6 TO 9 AM
IN THE
NATION'S CAPITAL,
AL ROSS IS THE

NEW SPEAKER OF THE HOUSE!



Today in the nation's Capital, Nielsen* proves most radios are tuned to WRC.

Take the early morning for example, from 6 to 9 am, Monday through Friday. WRC's Al Ross is far and away the most popular man in this time period with Washington radio listeners. His "Timekeeper" show wins a 40% share of the *total* station audience, *63% greater* than the second station's.

And for most of the day and night, Nielsen now tells the same kind of story about WRC's audience advantage. For the total week WRC wins an average 33% share-of-audience, *32% greater* than the second station.

In Washington's 17-radio-station market, such an overwhelming vote of confidence carries over in force to WRC-advertised products. Let Al Ross on WRC Radio speak for you in the nation's Capital . . . just as he does for 64 national and local advertisers.

**NSI Report—Washington, D.C., Area—January 1957*

WRC·980

WASHINGTON, D.C. SOLD BY NBC SPOT SALES

BROADCASTING
TELECASTING

Vol. 52, No. 19 MAY 13, 1957

FORD PUTS CHIPS ON NETWORK RADIO

CBS gets $5.5 million of $13-14 million network radio-tv budget

FORD MOTOR Co.'s Ford Div. is earmarking $13-14 million (time and talent) in three new network buys for the fall season, two on tv and a $5.5 million package deal on CBS Radio.

Although Ford is committed to each of the purchases, some final details are yet to be worked out, thus possibly affecting the monies budgeted.

B•T learned, however, that along with Ford's sponsorship of *Tennessee Ernie Ford* on NBC-TV (Thursday, 9:30-10 p.m.) and an alternate sponsorship of *Zane Grey Theatre* on CBS-TV (either 8-8:30 p.m. or 8:30-9 p.m. Friday), Ford's total network budget (including radio) for the fall will be 30-35% higher than its network allocation for the current season.

Ford's new broadcast investment comes at a time when the competition among the automakers' Big Three—Ford, Chrysler and General Motors—is at a high pitch not only in auto manufacture but in setting ad budgets for 1958 models.

Generally, these are the new Ford network buys, all made through its agency, J. Walter Thompson Co.:

- A $5.5 million (in gross billing) contract for 4 hours 40 minutes weekly for a firm 52 weeks on CBS Radio, starting next Sept. 2 and calling for 26 programs per seven-day week. Included are four Monday-Friday shows and six five-minute "big name" programs on the weekends—two on Saturday, four on Sunday. Estimated net billing (after discounts) comes to approximately $4.2 million. Ford has an option for another 13 weeks to carry its CBS Radio package through the end of 1958. This could add another $1.3 million to the gross (for a total of about $6.8 million).
- An estimated $5-5.5 million is slated for alternate sponsorship of *Crisis* on NBC-TV (Monday, 10-11 p.m.) starting Sept. 9. (Ford cancelled *Ford Theatre* on ABC-TV for the fall.)
- Another $2.5 million is estimated for five one-hour filmed specials on CBS-TV that will feature Lucille Ball and Desi Arnez.

While Ford has been busy allocating broadcast advertising funds for its 1958 models, the automaker has been making headway in production. As of early this month Ford's output was ahead in unit production for 1957 compared to the same period in 1956. The new radio-tv purchases by Ford, of course, do not affect Ford Motor's other divisions, for example, Lincoln-Mercury's sponsorship of *Ed Sullivan* on CBS-TV or the new Edsel Div.'s radio-tv plans still in the making.

Ford Motors, of course, is considered among the top ranking blue chip advertisers. In network tv last February, it was among the top 10 national advertisers, spending for that month alone for all its divisions nearly $1 million (gross time sales) in the medium. An unofficial estimate places the Ford Div.'s total advertising budget (does not include other divisions) at "more than $40 million."

Ford's network radio buy is believed by CBS Radio to represent the biggest single contract for network radio time in nearly a decade. It also notes Ford's top allocation for radio in its advertising history. Some of the money will come from Ford's spot radio budget (Ford Dealers spot not involved), but, in the main, it is an additional expenditure.

John Karol, CBS Radio's vice president in charge of network sales, set the theme by citing the Ford contract as one in a period of advertiser rediscovery—"It makes radio fashionable and talked about again."

And in a speech to broadcasters in Texas last week, Mr. Karol noted many media

WHAT FORD LEARNED ABOUT RADIO

WHAT did J. Walter Thompson Co. find out about radio in a study for its client, the Ford Div. of Ford Motor Co.?

The JWT study covered seven aspects: audience size, listening habit change, automobile radio, the year-round audience, changes in programming, rise of independents and a changing sales pattern. The high points follow. (For more complete presentation see "Seven Reasons Why Radio Is Back in Agency Favor" [B•T, April 1]).

Size of audience—Average audiences have sharply declined since television came along. But a radio commercial every 30 minutes throughout the week on many stations will still reach nearly half the radio homes in a station's coverage area an average of 13 times during the week. Minute participations in three network programs can deliver commercials to nearly 6 million families in four weeks an average of nearly three times.

Listening habit change—The family "per se" is no longer available to evening radio. Daytime has outstripped evening, and the early morning hours, the noon period and early evening are the peak listening periods for largest audiences. Radio follows individuals in various rooms of the house and into the family car. There is an average of nearly three sets per family today.

The automobile—Only one family in five had a car radio in 1946; only one in four in 1951. But the latest figure for 1956 was nearly three out of four, or translated into autos, 35 million—an exclusive audience (except for outdoor advertising). More than 80% of all new cars sold to the public are radio-equipped and nearly 75% of all automobile radio families tune in at some time during a typical week, with seven hours the average length of time spent weekly with the car radio operating.

Year-round audience—This is stable. There is no longer a significant difference between summer and winter programming. Daytime radio audiences used to drop 25% in the summer, now only decrease about 15%, and evening audiences used to be cut in half but at present drop only about 13%.

Change in programming—General dramatic shows, situation comedies, variety comedy shows, quiz programs, mysteries and music variety shows and the like have dwindled, but in 1949 where there were 53 five-minute and 15-minute sponsored news programs on networks, today there are 207. Radio is now a major source of news and information.

Rise of independents—Since 1949, stations in the U. S. have increased from under 800 to more than 3,000 with network affiliated stations in about 600 markets. This has brought a tremendous increase of independent stations and a greater share of the audience. This has added to radio's strength.

Change in sales patterns—Participations now accumulate large audiences and are necessary for the advertiser to accumulate these listeners on an efficient basis. Rates have been brought into line in both time and talent costs. Station discount structures have been adjusted.

people "don't know whether to welcome us back from the dead or tell us they've never seen us look so well."

As related to B•T, the Ford-CBS contract climaxed a 10-month period during which J. Walter Thompson offered a number of comprehensive media studies, including radio, to Ford officials. As many as 15 to 20 presentations were made.

What sold Ford on network radio was its flexibility and the ability of the advertiser to retain identity with the various programs, along with the plus of auto radio listening. All of these factors, too, were translated into costs. CBS Radio wrapped up the package because, according to JWT, Ford wanted name stars to fit into its strategy of "personal salesmen."

CBS Radio, which reports a full network lineup of 201 stations, expects to clear at least 95% of this number. Arthur Hull Hayes, CBS Radio president, went on closed circuit Tuesday to explain the Ford contract to affiliates.

Plans for the Ford package include the following: On a Mon.-Fri. basis—Arthur Godfrey program, 5:05-5:30 p.m.; *Murrow with The News,* 7:45-8 p.m.; the 8-8:05 a.m. segment of the 15-minute *World News Roundup* featuring Charles Collingwood, and a "big name" entertainment show (expected to feature Rosemary Clooney and Bing Crosby) for five minutes sometime between 7-7:35 a.m. On weekends—six five-minute "big name" programs (Crosby-Clooney combination is planned) with two shows on Saturday and four on Sunday.

Also depicted is the creation of a "Voice of Ford"—a personal salesman—for the morning news show in the person of John Cameron Swayze, who will deliver commercials. This arrangement is among the many still to be made final.

Assuming all current negotiations are carried through to success, Ford will have as its radio "names" Messrs. Godfrey, Murrow, Crosby, Collingwood and Swayze and Miss Clooney.

A spokesman for JWT said that both the agency and client felt that a buy, no matter how "efficient," would make "no sense without an Arthur Godfrey." Ford, it was stressed, wanted "salesmen," and, although JWT had figures presented by other networks, there were "no personalities."

It was disclosed that in assembling data for its client, JWT dug deep into the current status of radio advertising and in the process "re-educated" itself.

Ford started from scratch in learning about the medium. As it was explained last week, Ford first had to be schooled on the value of radio, with the agency presenting various combinations of network-spot, radio-tv, etc., to the client.

Earlier this spring, Arthur Porter, vice president and media director at JWT, outlined seven reasons why in his opinion radio is back in agency favor. That talk before the Canadian Assn. of Radio and Tv Broadcasters (printed in full in the April 1 issue of B•T) was based on the comprehensive radio study made by the agency in connection with the Ford account (see page 31).

Added CBS Radio Business: $1 Million-Plus for Week

CBS RADIO, with a Ford Div. contract for $5.5 million set for the fall (story, page 32), also racked up more than $1 million in time sales in other business last week. Among the advertisers were General Mills, Seaman Bros., Hearst Publications and Cowles Magazines.

General Mills Inc., through Dancer-Fitzgerald-Sample bought six weekend "Impact" segments, for 13 weeks beginning June 1, and including segments of *Amos 'n' Andy, Gunsmoke, Galen Drake, Robert Q. Lewis Show* and *Mitch Miller Show.*

Seeman Bros., New York, bought a weekly quarter-hour of *Arthur Godfrey Time,* through Norman, Craig & Kummel, effective in September.

Hearst Publications (for *Good Housekeeping* magazine) signed for ten 7½-minute daytime serial segments between May 16 and May 21.

Cowles Magazines Inc. will sponsor beginning this month two segments of *Amos 'n' Andy,* for *Look* magazine, to add four segments already sponsored and apart from its underwriting of *Robert Q. Lewis Show* and *Jack Benny Show.*

Swift & Co., Chicago, renewed *House Party,* effective June 7, for 52 weeks on Friday, 3:15-3:30 p.m. Agency: McCann-Erickson. Chun King Sales Inc., Duluth, Minn., renewed a quarter-hour, effective July 1, for 52 weeks on *House Party* Wednesdays and Fridays. J. Walter Thompson is the agency.

NBC Radio New Business: $650,000 Net Billings

NBC Radio's sales upsurge continues as new business totaling $650,000 in net billings was placed with the network, it was announced last week by William K. McDaniel, vice president, NBC Radio network sales.

Highlighting the new purchases is a 52-week order from Plough Inc. for St. Joseph's products calling for 20 participations a week in *Monitor* starting May 25. Lake-Spiro-Shurman Inc. is agency for Plough.

Other advertisers placing new orders and their agencies are:

General Foods Corp. for Jello, has purchased total of 60 participations a week for 10 weeks in *Truth or Consequences* (Mon.-Fri. 10:05-10:30 a.m., EDT) and *NBC Bandstand* (Mon.-Fri. 10:30-11 a.m. and 11:05 a.m.-12 noon EDT) starting July 1. This will be the first participation schedule in *Truth or Consequences,* which recently returned to NBC Radio, the network said. The order was placed through Young & Rubicam.

Twentieth Century-Fox Film Corp., for its movie "Bernadine," has ordered a two-week saturation campaign on *Monitor* starting June 22 through Charles Schlaifer & Co.

$1.1 Million More Sales Announced by ABC Radio

SIGNING of more than $1.1 million in new and renewed business on the ABC Radio Network was announced last week by George Comtois, vice president in charge of ABC Radio sales.

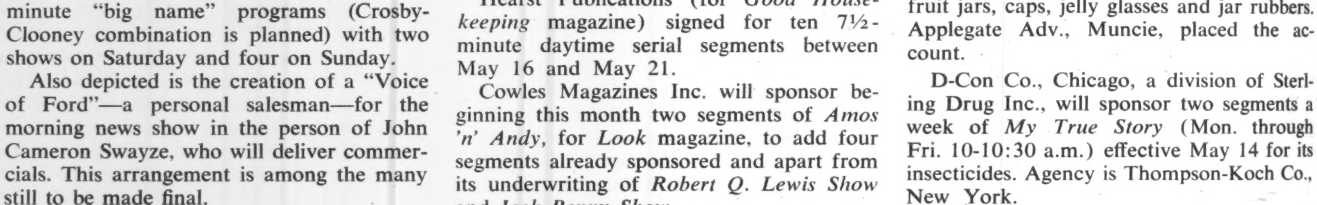
Ball Bros. Co. Muncie, Ind., will sponsor four segments a week of *Don McNeill's Breakfast Club* (Mon. through Fri., 9-10 a.m. EDT) starting May 21, in behalf of its fruit jars, caps, jelly glasses and jar rubbers. Applegate Adv., Muncie, placed the account.

D-Con Co., Chicago, a division of Sterling Drug Inc., will sponsor two segments a week of *My True Story* (Mon. through Fri. 10-10:30 a.m.) effective May 14 for its insecticides. Agency is Thompson-Koch Co., New York.

Atlantis Sales Corp., for its affiliate R. T. French Co., has renewed its sponsorship of varying segments of *My True Story* starting July 5 through Richard A. Foley Adv., Philadelphia.

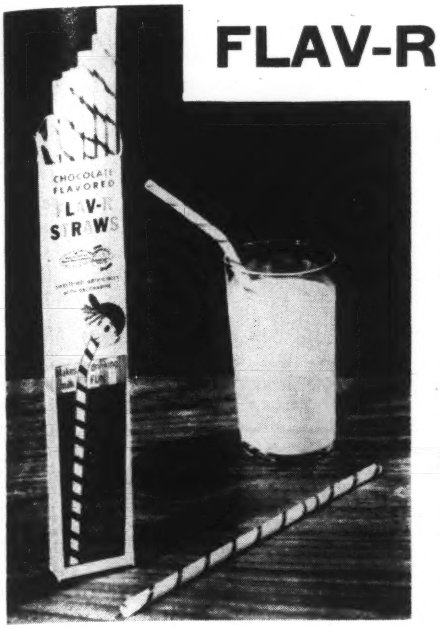
Gospel Broadcasting Assn., Mr. Comtois also announced, has renewed for 52 weeks *Old Fashioned Revival Hour* (Sun. 4-5 p.m. EDT) effective June 9. Agency is R. H. Alber Co., Los Angeles. *Old Fashioned Revival Hour,* originating from the Long Beach Municipal Auditorium, Long Beach, Calif., is now in its 32nd year of continuous radio broadcasting.

Highland Church of Christ, Abilene, Tex., has renewed *Herald of Truth* (Sun., 2:30-3 p m. EDT) effective May 5. Martin Co., Chicago, is agency.



TENTATIVE STARTERS FOR FORD: Murrow, Swayze, Clooney and Crosby, Godfrey, Collingwood.

FLAV-R STRAW SIPPED AT TV —AND WANTS LOTS MORE



WHEN an advertiser antes up $1.8 million for television and $200,000 for radio, the comment might be "that ain't hay." And the observation would be entirely correct since, in this particular instance, it is for straws.

The straws, lined with strawberry and chocolate to produce a flavored-milk drink, are the product of Flav-R Straw Inc., Mt. Vernon, N. Y. The $2 million outlay in broadcasting during 1957 represents two-thirds of the firm's advertising budget for this year.

This vote of confidence in radio-tv is particularly impressive when it's recalled that Flav-R Straw in May of 1956 ventured into broadcasting with a modest $10,000 outlay.

Nothing that Flav-R Straw has conjured up to date by way of merchandising gimmicks or sales promotion stunts has managed to attract so much attention on Madison Ave. as its unique Dec. 25, 1956, sponsorship of nine solid hours of daytime television.

It even raised eyebrows in those quarters of supersalesmanship where no emotion had been registered when told Flav-R Straws, a food product, managed within nine months to achieve national distribution, starting from scratch. This had proved that fads need not necessarily remain fads.

The show: a local WABD (TV) New York presentation starting at 9 a.m. and consisting of four (7-min.) cartoons an hour, a box-front premium quiz contest, on-camera milk and ice cream parties and a clown act, interspersed by ad-lib commercials and the gifted gab of three popular toddlers' idols in New York City—Herb Sheldon, Al Hodge (Capt. Video) and Sandy Becker.

Flav-R Straws said that "success would hardly be the word for what we experienced."

Though Flav-R Straws had been marketed for some time on the west coast by Frontier Foods Inc. (franchiser of E-Z Pop popcorn) before being purchased last year by retired textile manufacturer Alvin Sheerr (Sheerr Bros. & Co.) and his attorney, Bernard E. Singer, nothing "happened" until last May when the product was first advertised on tv childrens' shows on WABD and WATV (TV) both New York.

And when it brought Flav-R Straws east, the first chose not only to introduce it in the world's largest (and toughest) food market, but also against the sage advice of senior marketing consultants who declared "you don't introduce mass foodstuffs to New Yorkers."

With not even a quarter of the metropolitan market covered in distribution before launching its saturation tv spot drives on the two stations, Flav-R Straws Inc. suddenly achieved 100% distribution after several weeks, moved 1.5 million boxes ($0.27 per box) and by the end of 1956, noted with some alarm that it was at least two years behind in the fulfillment of orders. This situation meanwhile has been remedied, what with the addition of a new factory which has increased production facitlities ten-fold.

What brought television and Flav-R Straws together? A name: Lee Wagner. A man who carved his private Klondike in television when in 1947 he created *TV Guide,* subsequently selling it seven years later to Triangle Publications Inc., and retiring—at age 42—to an Arizona country club, Mr. Wagner stepped out of retirement last year to join Al Sheerr as "consultant advertising-sales promotion director," a post he now handles fulltime as executive vice president. To assist him, Mr. Wagner called upon Dick Firestone—a chap who at one time "talked" Ted Cott (then at NBC) into a job by means of a homing pigeon.

And when Mr. Cott, now a vice president of DuMont Broadcasting Corp. (WABD New York, WTTG [TV] Washington) called Lee Wagner on the phone last December to suggest tv's first nine-hour show under single sponsorship, little time was wasted accepting the $21,000 package (covering not only time and talent but also full use of the DuMont cartoon library) and converting it into a "spectacular" that lacked only gilt-edged Hollywood stars, an 80-piece orchestra and a Corps de Ballet —and color.

Agency Switch Complicates

According to WABD staff producer Jeremy Tarcher, on whose shoulders fell the monumental task of coordinating such an unprecedented program, the next 18 days were "weeks of crisis after crisis." The worst of them all: the fact that Flav-R Straws had just resigned its agency, Dowd, Redfield & Johnstone, and was shopping around for a new one just when the Cott offer came through. The strongest of the contenders—insofar as tv experience was concerned—was Ruthrauff & Ryan, which was duly appointed to service the account, one that had in six months, jumped from $10,000 to $1 million in billing.

During the next week-and-a-half, hundreds of loose ends were hurriedly (but expertly) tied into place by what Lee Wagner calls "some of the best teamwork I've ever seen in operation." While WABD's Tarcher and staff (directors Lee Polk and Al Kassel, production assistants Armando Noel Nina Polan and Frank Cronican) were developing the program *per se,* WABD Publicity Director Larry Eisenberg worked hand-in-hand with Flav-R Straws' outside public relations counsel, Ruder & Finn, getting out trade paper ads, direct mail pieces, posters, publicity releases as well as setting up the details of the "on-camera" parties.

They did this with help from the New York Chapter of the Boy Scouts of America Inc., which promised to take care of the visiting small fry, all of whom were picked from orphanages and homes for the underprivileged. (Of the 1,100 kids that showed up, clamoring to join in the fun, only 400 were actually invited. This has led Flav-R Straws to drop similar plans for the future.)

Meanwhile, Flav-R Straw officials, together with the account people at Ruthrauff & Ryan, met with representatives of such supermarket chains as Food Fair and Grand Union in order to work out a tie-in that in effect allowed the nine-hour program to pay for itself in advance.

Exchange Arranged With Stores

The plan worked like this: Flav-R Straws would turn over to the cooperating supermarkets certain segments of its total time. The stores could then use these time slots for whatever advertising they wished to do, with emphasis, of course, being placed on Flav-R Straws. In exchange, the markets would give the Flav-R Straw product special in-store and point-of-purchase merchandising aids such as posters and advantageous counter display space.

At the agency itself, the radio-tv group assigned to the account (overall supervisor, George Wolf, R&R radio-tv vice president; Rollie Howe, broadcast production manager; Ted Strob, assistant film production manager; copywriters Doug MacNamee and Marianne Zeamer, and Ken Haverstick, art director) was working well into the early morning hours on the commercial "fact sheets" from which the emcees would ad-lib, the filmed commercials, the props, not to mention the box-front premium offer which was to be advertised nine days in advance of the actual show.

Somehow or other ("and we still don't know how—or why . . .") all the loose pieces managed to fall into place on the 25th. Though no special ratings were conducted, WABD did conduct telephone surveys during air-time, noted to its surprise that while the kids were in seventh heaven, their mothers were found to be on considerably lower strata as regards the show. Commented one irate mamma: "What are you people trying to do, disrupt my entire day? I can't get my daughter to eat her lunch!"

Sales-wise, Flav-R Straws Inc. couldn't have been more delighted with the end product. For example, the box-front premium offer alone (plugged in a series of spot announcements well in advance) that asked kids to send in a Flav-R Straw box front (box-tops being too easy to tear off in the store) complete with name, address and phone in exchange for a phone call from one of the three emcees while the show was in progress, drew a total of 106,000 replies. Each response accounted for another sale somewhere in WABD's 75-mile orbit. These alone came to $28,620 retail (Flav-R Straws Inc. does not state what it makes per box).

Though the firm's management is understandably reluctant to tell its story in terms of dollars and cents (gross sales), it did say that while its average pre-Christmas weekly New York sales tally came to 1,900 cases (48 boxes to the case, or $24,624 retail), January post-Christmas sales averaged 2,500 cases a week (or $32,400 retail), actually a leveling-off from a sudden sales spurt to $35,000 a week immediately after the program.

Results also brought out two important points: (1), That kids, far from getting restless after one or two-hour exposures to tv, are able to sit with a good, appealing show anywhere from three to five hours; (2), That cartoons "by themselves" were not *so* overwhelmingly popular as had been presupposed, that kids much preferred "live" programming featuring a star with "zing."

Flav-R Straws plans not only to continue its policy of buying as many top-rated local kids' shows as it can, of adding to its current lineup of AAP—"Popeye" syndicated programs, but also intends to schedule the WABD-type "spec" (in five-hour form) some four times a year in whatever major market requires a special push.

OPENING FANFARE CHRISTENS NEW OFFICE

"SKOL" and variations of the same in Madison Avenuese echoed through the spanking new quarters of MacManus, John & Adams Inc. as the New York branch office of the $37.5 million Bloomfield Hills, Mich., agency formally opened house. In attendance were over 50 representatives of the radio-tv-advertising fraternity as well as a number of newsmen. Although MJ&A President Ernest A. Jones had to absent himself from the festivities at the last minute, there was enough agency brass to go around.

Hosting the party was New York manager and vice president Henry G. (Hank) Fownes. Also in attendance was Detroit's John R. MacManus, one of the founding partners of the agency.

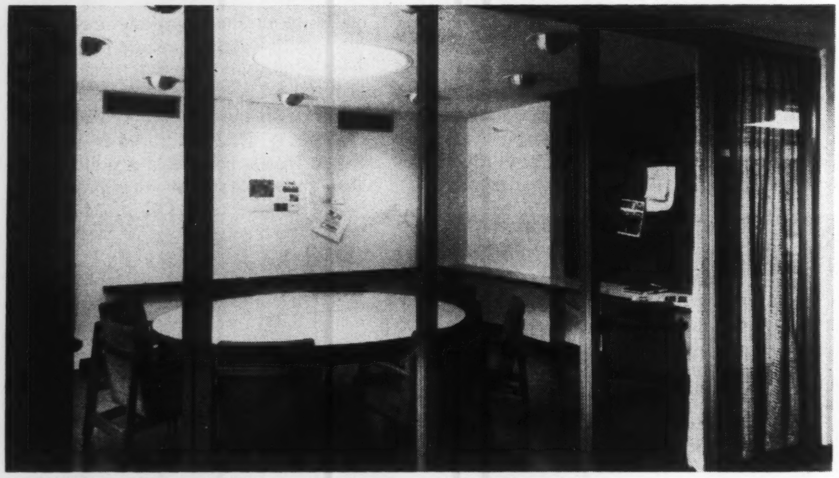
Occupying the 19th floor of 444 Madison Ave., the new quarters were designed around flexible glass and steel partitions which not only add to the air of spaciousness but also can be rearranged for future expansion. Primary colors have been widely used to give an illusion of depth and breadth. Custom designed furniture and fabrics, recessed lighting and built-in storage units add to the comfort and efficiency of the operation. Furniture and fixtures for the remodeled offices cost approximately $100,000. They were designed for the agency by Designs for Business, Inc.

The New York office of MacManus, John & Adams was opened in 1950 with a staff of five. The newly-designed offices will house 52 employes, servicing such accounts as the Pontiac and Cadillac divisions of General Motors, Dow Chemical Corp., Minnesota Mining & Manufacturing Co., Good Humor Corp., Regent cigarettes, Medaglia D'Oro coffee and others.

MACMANUS, JOHN & ADAMS

MJ&A logo stands out on reception room's white walls.

BROWN and beige tones are used in the office designed for MJ&A's president.



A GLASS WALL gives illusion of extra space to conference room.

ACCOUNT executive's haven.

NC&K Gets Best Part Of Pabst Beer Account

SPECULATION over disposition of the $7-8 million Pabst Brewing Co. account ended early last week with appointment of Norman, Craig & Kummel as agency for three primary Pabst brands—Blue Ribbon Beer, Andeker Draught Beer and Old Tankard Ale.

The account shuffle brings a fourth agency into the Pabst fold, with Leo Burnett Co. retaining Eastside Old Tap Lager, leading West Coast beer, while giving up the other three products to NC&K. Grey Adv. will continue to handle Hoffman Beverages and Pabst Sparkling Beverages, and Bryan Houston completes the alignment with Pabst industrial products, feed supplements and biochemicals.

Of the total Pabst budget, FC&B gets about $6 million, Leo Burnett about $1.2 million and Grey and Bryan Houston take up the balance, it was understood.

The Burnett agency, which previously had inherited the account from Warwick & Legler in late 1955, was one of some 20 agencies making solicitations and one of eight giving complete presentations. By assuming the major Pabst brands, NC&K thus re-emerges with a brewery account, having relinquished Blatz beer to Kenyon & Eckhardt in 1956.

Integration of client and agency activities is expected to begin "as soon as possible," according to brewery spokesmen, despite a 90-day cancelation agreement with Burnett. NC&K will open Chicago offices in the Merchandise Mart within the next several weeks to help service the account in its headquarters area.

The overall Pabst account is estimated to be $7-8 million, with a substantial share in broadcast media. While Pabst has dropped alternating sponsorship of the *Wednesday Night Fights* on ABC-TV, which cost $43,000 weekly in production costs alone and probably around $2 million overall annually, Pabst has been active in national spot tv and local radio.

Pabst's spot tv expenditure in 1956 was $1,962,580, with $983,430 for its Eastside Beer, $977,240 for Pabst Beer and $1,910 for Old Tap Lager, according to Television Bureau of Adv., which used N. C. Rorabaugh Co. figures.

The firm also sponsors a quarter of the Chicago Cubs radio broadcasts on WIND Chicago and local sports shows, plus Frank Edwards' newscasts on WLS Chicago and WEEK Peoria. The bulk of its Eastside and Old Tap Lager spot radio-tv schedule is on Los Angeles stations, although the product has been introduced in some midwest markets. Network radio and regional network tv also have been used for Pabst Blue Ribbon Beer.

Aside from Norman, Craig & Kummel; Bryan Houston Inc.; and Burnett, other agencies making presentations were Walker Saussy Adv.; Henri, Hurst & McDonald; Edward H. Weiss & Co.; Lennen & Newell, and Geyer Adv.

Announcing the decision, Marshall Lachner, Pabst president, said Norman, Craig & Kummel was retained because its "complete presentation seemed to best fit our current corporate needs."

DICHTER DITHER

The role Dr. Ernest Dichter, president of the Institute for Motivational Research, played in Pabst Brewing Co.'s selection of Norman, Craig & Kummel to handle its three primary beer-ale accounts remained a matter for speculation last week despite denials that Dr. Dichter's evaluation of half a dozen agency presentations was tantamount to an actual decision. Whatever the conjecture, Pabst went to great lengths to "get the best advertising available," using Dr. Dichter's services and a point rating system.

Pabst said Dr. Dichter was retained "to evaluate the advertising ideas presented according to the Institute's established research procedures and methods." Pabst confirmed Tuesday, however, that his services are being retained on a "permanent basis."

The method of selection itself was described by Pabst as "unique." Presentations were screened by a 12-man committee of company executives. The group compiled charts, rating each agency on creativity, effectiveness, media selection and budget, research, merchandising and personnel qualifications. Ninety-five check points were attached to these headings, each with a weighted percentage, giving agencies their respective total scores. Five agencies were invited back to make "summation" presentations. Dr. Ernest Dichter, president of the Institute for Motivational Research, was retained to evaluate some of the agencies' "advertising ideas" (story above).

Pabst Acquires 'George Sanders' To Replace Wednesday Boxing

THE question, "What'll Pabst Blue Ribbon have now?" posed following Pabst's announcement that it was bowing out of the *Wednesday Night Fights* on ABC-TV effective May 29, was answered last week when the Chicago brewery acquired a Screen Gems film series that never got network exposure (also see Pabst story, this page).

The show is called *George Sanders' Mystery Theatre*, and originally was produced by the Columbia Pictures Corp. tv subsidiary for NBC-TV showing this past season. Pabst —through Leo Burnett Co., Chicago—will sponsor the series for 13 weeks only on NBC-TV in the Saturday 9-9:30 p.m. time slot. What will happen at the end of the summer to Pabst's *George Sanders* is anyone's guess. It cannot continue in that slot since both Liggett & Myers for Chesterfields and Max Factor of Hollywood are committed to sponsor their present *Panic* at that time (*Panic* currently is seen Tuesday, 8:30-9 p.m.).

The Pabst purchase, besides indicating a new program preference for the brewer, also treads on the toes of Arthur and Kathryn Murray, whose *Dance Party* was to have served as a full-hour summer replacement for Sid Caesar. This plan has been canceled because of the salability of the Saturday, 9-10 p.m. period. The Murrays will move to Monday, 9:30-10 p.m., for the summer, replacing the first half of the Robert Montgomery *Schick-Johnson's Wax Program*. NBC hasn't as yet announced the names of the sponsors or programs going into the Saturday, 9:30-10 p.m. or Monday, 10-10:30 p.m. time slots. The Murray show is sponsored by Bristol-Myers.

Advertising Impact Discussed By Ebel at ANA Conference

IS the growth of advertising aiding the impact of impression or is it lessening it through sheer volume and competition? This question was tossed at members of the Assn. of National Advertisers during the 11th annual West Coast meeting in San Bernardino last week by Edwin W. Ebel, advertising vice president of General Foods Corp.

Mr. Ebel, taking stock of the tremendous jump in advertising expenses since 1938 ($1.9 billion to the present $9.9 billion) and noting that in 1938, advertisers spent $15 per unit of population, whereas this year, they are spending over $60 per unit of population, declared:

"I don't think I have to point out to this audience what this increase in the total volume of advertising does to the effectiveness of a mediocre ad."

By way of illustration, he cited some "statistically inaccurate research" gotten up by "two bright young men" in his White Plains office. They took a "typical" American family and figured out how many commercials or ads the family as a unit is exposed to per day. The number: 1,518. Of these, 64 were seen on tv and 53 were heard on radio. Tv viewing hours were given as 5-10:30 p.m., while radio listening varied from very early morning to late afternoon. Compounding the confusion were some 1,401 other ads found in magazines, newspapers, on carcards and outdoor posters, he said.

Atlantic Group Okays Telecasts

REGIONAL telecasting of four football and 12 basketball games next fall and winter was voted May 4 by the Atlantic Coast Conference, meeting at Greensboro, N. C. The sponsorship is on a one-year trial basis, following similar plans in other regions coming under National Collegiate Athletic Assn. jurisdiction.

No blackouts are planned in cities where a game is being played but the conference will watch attendance factors. C. D. Chesley, Philadelphia, who arranges NCAA football telecasts, was awarded the football contract as highest of three bidders. The basketball games will be shown on Saturday afternoons.

Rex Enright, U. of South Carolina and conference tv committee chairman, said profits from the four football telecasts will be split among the eight conference colleges.

Product Services Set To Reveal Film Barter

ONE of the biggest combination film rental-barter deals in tv film history may be announced this month by Product Services Inc., New York, on behalf of a number of its clients, including several "new accounts."

From what could be learned late Thursday—Product Services officials declining to "be pinned down" as to name of film distributor(s) or advertisers—it appears that what is involved is a $7.5 million, five-year contract that will see $22.5 million worth of spot advertising placed within that time.

Negotiations, according to agency President Les L. Persky, are at the "tender" stage, thus any comment at this time would be "harmful." But he said this prospective deal, if consummated, would have "absolutely no connection" with the negotiations currently going on between Bymart-Tintair, one of his clients, and United Artists [B•T, April 22, Closed Circuit, April 29]. These negotiations are "still in the works."

The barter technique of selling has grown substantially in the past two years, with distributors offering re-runs of filmed series and feature films largely in return for unsold spot announcements on a station, which then are sold to an advertiser [B•T, March 11]. C & C Television Corp. generally is credited with having masterminded bartering on tv and, in fact, has made trading a pivotal feature of its operations. C & C Tv provides a station with the RKO Radio library of feature films and receives a specified number of announcements—in some cases, 10 a day.

Last summer the distributor entered into an agreement with International Latex Corp., pledging to deliver 10 announcements per day (both minutes and 20 seconds) for seven days a week on 100 stations for five years. In return, Latex reportedly agreed to pay C & C Tv approximately $20 million over the five years.

Lever, Shulton Finally Reject 'Slezak and Son' on CBS-TV

THE "sure buy" by Lever Bros. Co. and Shulton Inc. of CBS-TV's *Slezak and Son* for next season's Tuesday 8:30-9 p.m. slot [At Deadline, April 15] seemed last week to have fallen through. Latest reports emanating from CBS headquarters and J. Walter Thompson Co., one of Lever's six agencies, indicated the soap manufacturer has decided against the property after first expressing enthusiasm about the Walter Slezak vehicle. Shulton Inc. also is bowing out.

An official at Wesley Assoc., Shulton's agency, said the cosmetics firm had nothing against the Slezak series, only wanted to stick with the post-Phil Silvers time period, and that "we'll probably go along with Lever on whatever property they decide upon." Lever is more or less committed to the Tuesday time slot. Lever had wanted to share sponsorship with Scott Paper Co. of NBC-TV's *Gisele MacKenzie Show* but lost out when Benton & Bowles signed for the alternating weeks on behalf of its newest client, Schick Inc.

Although CBS officials were reluctant to comment about the Tuesday 8:30-9 p.m. slot—after saying for weeks that *Slezak* was definitely set for Lever and Shulton—it was learned both advertisers are seriously eyeing a group of filmed situation comedies, among them the new Eve Arden program and a William Morris film package produced in Great Britain titled, *Dick and the Duchess.*

GREAT (CHOMP) MOMENTS

J. A. ULRICH, advertising manager of Beech Nut Life Savers, Port Chester, N. Y., has notified radio stations they will "shortly receive a supply of Beech-Nut chewing gum . . . on a monthly basis. . . . This coincides with our current radio campaign, 'Great Moments in History,' as interpreted by Beech-Nut."

The letter explained that "as the campaign suggests, Columbus, Custer, and the boys won't talk while the Beech-Nut flavor lasts. We sort of hope this will not be true of you! Just a kind word from time to time would go a long way toward making us awfully happy. In brief, we're delighted to keep you in gum and we hope you'll keep us in mind."

A postscript in the letter informs the stations that "a bulletin from Bill Dollard of Young & Rubicam, included with your Beech-Nut gum, contains plenty of evidence that 'Great Moments in History' is a commercial success."

Citrus Group to Use 'Godfrey'

THE Florida Citrus Commission will begin a 13-week quarter-hour participation in the Arthur Godfrey morning show on CBS-TV May 28, with processed orange products, particularly frozen concentrated juice, to be promoted in an effort to cut down burdensome inventories, commission Advertising Director Paul Patterson announced.

"A quarter of a million dollars will be spent in a special promotion above the previously planned advertising and merchandising program," Mr. Patterson said. Benton & Bowles is the agency.

Radio-Tv to Get Newport Share

RADIO and television are expected to share in the advertising budget of P. Lorillard Co. when the cigarette firm introduces its new filter brand Newport nationally. No date is set but the lightly mentholated "hint of mint" cigarette currently is being introduced in the New York-New Jersey market with heavy radio-tv and print advertising. Agency is Young & Rubicam, New York. Lorillard claimed its two-month test of Newport in Sacramento, Calif., was a "success."

Spiller Takes SSC&B Post

CLIFFORD SPILLER, formerly director of marketing for the Maxwell House division of General Foods Corp., has joined Sullivan, Stauffer, Colwell & Bayles, New York, as senior vice president in charge of the Pall Mall account, it was announced last week by agency president Raymond F. Sullivan. He also will be a member of the plans board and had been with General Foods 12 years.

COLORCASTING

The Next 10 Days
Of Network Color Shows
(All Times EDT)

CBS-TV

May 14 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

May 15 (8-9 p.m.) *Arthur Godfrey Show,* participating sponsors.

(CBS-TV will cancel all color scheduling for summer as of May 17.)

NBC-TV

May 13 (9:30-10:30 p.m.) *Robert Montgomery Presents,* S. C. Johnson & Son through Needham, Louis & Brorby and Mennen Co. through Grey Adv.

May 13-17, 20-22 (1:30-2:30 p.m.) *Club 60,* participating sponsors.

May 13-17, 20-22 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

May 13, 20 (8-8:30 p.m.) *Adventures of Sir Lancelot,* Whitehall Pharmacal through Ted Bates and Lever Bros. through Sullivan, Stauffer, Colwell & Bayles.

May 14, 21 (8-8:30 p.m.) *Arthur Murray Party,* Speidel through Norman, Craig & Kummel and Purex through Weiss & Geller.

May 15, 22 (8-8:30 p.m.) *Masquerade Party,* participating sponsors.

May 15, 22 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

May 15, 17, 22, 24 (7:30-7:45 p.m.) *Xavier Cugat Show,* sustaining.

May 16, 23 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. through J. Walter Thompson Co.

May 17 (8:30-9 p.m.) *Life of Riley,* Gulf through Young & Rubicam.

May 17 (9-10 p.m.) *Chevy Show,* Chevrolet through Campbell-Ewald.

May 18 (8-9 p.m.) *Perry Como Show,* participating sponsors.

May 19 (9-10 p.m.) *The Alcoa Hour,* Aluminum Corp. of America through Fuller, Smith & Ross.

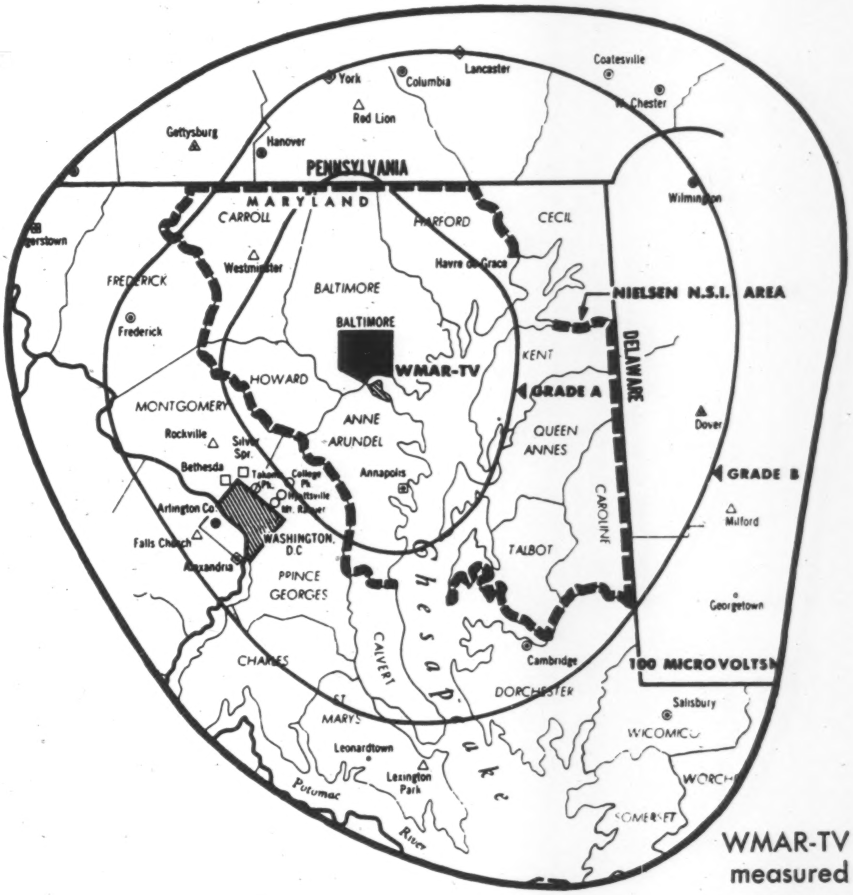
May 20 (9-10 p.m.) *Washington Square,* Helene Curtis through Earle Ludigan and Royal-McBee Corp. through Young & Rubicam.

television audience leadership in baltimore's 3-station market

March Nielsen reports that WMAR-TV garners

48.3%

share of total audience


York
Columbia
Lancaster
Coatesville
W. Chester
Red Lion
Gettysburg
Hanover
PENNSYLVANIA
MARYLAND
Wilmington
gerstown
CARROLL
HARFORD
CECIL
Westminster
Havre de Grace
FREDERICK
BALTIMORE
NIELSEN N.S.I. AREA
Frederick
BALTIMORE
KENT
DELAWARE
WMAR-TV
HOWARD
GRADE A
MONTGOMERY
ANNE ARUNDEL
QUEEN ANNES
Dover
Rockville
Silver Spr.
Bethesda
Takoma Pk.
College Pk.
Annapolis
Hyattsville
Mt. Rainier
GRADE B
Arlington Co.
CAROLINE
Milford
Falls Church
WASHINGTON, D.C.
TALBOT
Alexandria
Chesapeake
PRINCE GEORGES
Georgetown
CALVERT
Cambridge
CHARLES
100 MICROVOLTS
DORCHESTER
ST. MARYS
Salisbury
WICOMICO
Leonardtown
Lexington Park
WORCH
Potomac River
SOMERSET

WMAR-TV measured coverage

with all these quarter-hour homes in 1 week*...

NSI area	28,510,300
Beyond NSI area ..	16,222,500
Total ¼ hr. homes.	44,732,800

CBS TELEVISION

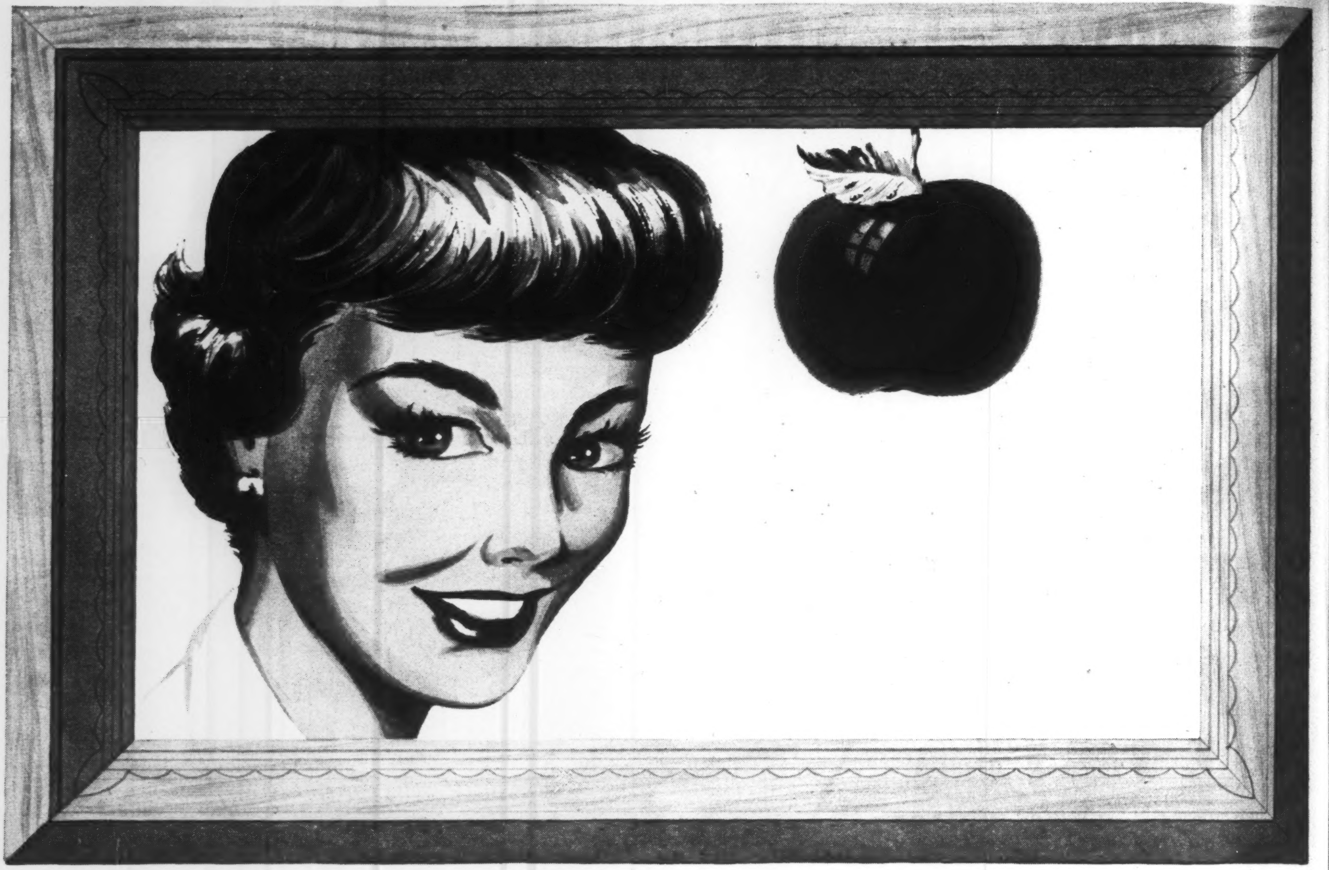
*7 AM-Midnight, Sunday thru Saturday

***In Maryland, most people watch* WMAR-TV**

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone Mulberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, St. Louis, San Francisco, Chicago, Atlanta, Dallas, Los Angeles



WBRE-TV *Means*

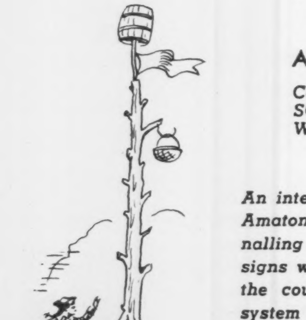
PERFECT PICTURE COMMUNICATION

to the people of 19 Counties in N.E. Pennsylvania

An apple or a lovely lady individually make a pretty picture . . . together they communicate a message . . . and that message is natural picture perfection which your clients products or services get on WBRE-TV . . . in full-color or black and white. And with 2,000,000 potential customers to see your message WBRE-TV is the "one" station in Northeastern Pennsylvania that guarantees coverage and eye appeal.

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: *LUZERNE LACKAWANNA LYCOMING COLUMBIA SCHULYKILL NORTHUMBERLAND MONROE PIKE WAYNE WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION LEHIGH SNYDER MONTOUR CARBON CLINTON*



An interesting method of communication was used in 1690 by Amatons a French physician who conceived the idea of signalling with flags and crossbars on poles and reading these signs with the telescope. Unfortunately, Amatons did not have the courage to push his theory and others profited by the system he originated. Cumbersome adaptations of Amatons' signal posts were used in this country during the Revolutionary War. A barrel, a flag and a basket mounted on a pole were used to convey a variety of messages by changing the position of the articles.

WBRE
TV Channel 28
WILKES-BARRE, PA.

TV NETWORK BUYS AND BUYERS

THE FIRST six advertisers in the top 10 in network television in February retained their ranking set in the preceding month, according to a compilation of Publishers Information Bureau figures.

Changes occurred, however, in the seventh spot where Lever Bros. moved in with a gross expenditure of over $1 million for the month. The advertiser actually replaced General Motors, which slipped out of the leading 10. Ford, in the seventh spot in January, moved to No. 8 in February, while Bristol-Myers and R. J. Reynolds remained in the ninth and tenth positions.

The product groups making up for a bulk of network tv sales still are foods, soaps and toiletries, and to a slightly lesser degree, automotive, tobacco and drugs. More than half of the total gross billing (actually close to 60%) on the tv networks for the first two months is scored by the total of these categories.

Of unusual interest was the fact that the leading tv network advertiser in each product group in February was in nearly every case the same advertiser that led the category in the same month a year ago.

Thus, irrespective of the variances in the makeup of the top ten, there is a marked consistency in the advertiser source of network tv money.

TOP TEN ON TV NETWORKS FEB. 1957

1.	PROCTER & GAMBLE	$3,740,243
2.	COLGATE-PALMOLIVE	1,452,702
3.	CHRYSLER CORP.	1,432,575
4.	AMERICAN HOME PRODS.	1,425,494
5.	GENERAL FOODS	1,393,083
6.	GILLETTE CO.	1,064,280
7.	LEVER BROS.	1,008,779
8.	FORD MOTOR CO.	958,884
9.	BRISTOL-MYERS CO.	887,418
10.	R. J. REYNOLDS	850,855

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS DURING FEB. '57 AND JAN.-FEB. '57 AS COMPARED TO 1956

	Feb. '57	Jan.-Feb. '57	Feb. '56	Jan.-Feb. '56
AGRICULTURE & FARMING	$	$	$ 32,697	$ 65,091
APPAREL, FOOTWEAR & ACCESS.	218,719	502,440	287,429	562,449
AUTOMOTIVE, AUTO EQUIP. & ACCESS.	3,732,274	8,229,164	4,830,716	10,305,603
BEER, WINE & LIQUOR	548,369	1,149,572	544,697	1,096,193
BUILDING MATERIALS, EQUIP. & FIXTURES	284,119	560,236	248,095	415,328
CONFECTIONERY & SOFT DRINKS	671,591	1,372,211	854,344	1,731,004
CONSUMER SERVICES	361,920	721,818	35,580	98,793
DRUGS & REMEDIES	3,787,482	7,923,275	3,063,268	6,253,184
FOOD & FOOD PRODUCTS	8,273,367	17,220,530	7,262,118	14,566,911
GASOLINE, LUBRICANTS & OTHER FUELS	231,054	459,852	340,854	714,570
HORTICULTURE		51,720		
HOUSEHOLD EQUIPMENT & SUPPLIES	1,551,190	3,466,746	2,382,084	5,044,063
HOUSEHOLD FURNISHINGS	256,515	461,115	206,190	406,642
INDUSTRIAL MATERIALS	1,777,900	2,500,780	780,727	1,590,536
INSURANCE	495,132	907,176	346,119	766,369
JEWELRY, OPTICAL GOODS & CAMERAS	674,886	1,378,419	389,545	673,509
OFFICE EQUIP., STATIONERY & WRITING SUPPLIES	339,919	371,506	315,822	694,355
PUBLISHING & MEDIA	250,112	508,302	108,756	207,181
RADIO, TV SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESS.	319,993	837,303	649,575	1,495,880
SMOKING MATERIALS	3,320,908	6,913,268	3,571,397	7,128,337
SOAPS, CLEANSERS & POLISHES	5,138,608	10,608,391	4,569,990	9,138,714
SPORTING GOODS & TOYS	31,567	63,074	31,398	73,344
TOILETRIES & TOILET GOODS	7,394,338	15,882,557	6,054,021	12,517,241
TRAVEL, HOTELS & RESORTS	77,939	153,452	41,400	103,230
MISCELLANEOUS	301,176	628,167	244,749	440,631
TOTAL	39,439,078	82,941,074	37,191,571	76,089,188

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING FEBRUARY 1957

BEST FOODS	$ 94,471
CHRYSLER	1,432,575
JOSEPH SCHLITZ BREWING	218,178
GENERAL ELECTRIC	69,120
COCA-COLA	276,077
AT&T	250,908
AMERICAN HOME PRODS.	1,203,340
GENERAL FOODS	1,393,083
GULF OIL	188,856
WESTINGHOUSE ELECTRIC	349,820
ARMSTRONG CORK	174,880
U. S. STEEL	187,830
JOHN HANCOCK	80,148
BULOVA WATCH	247,764
HALLMARK CARDS	145,680
TIME INC.	250,112
RCA	150,425
R. J. REYNOLDS TOBACCO	850,855
PROCTER & GAMBLE	3,283,130
MATTEL	31,567
COLGATE-PALMOLIVE	1,071,890
PAN AMERICAN	77,939
QUAKER OATS	99,861

Standard of Indiana to Use Radio-Tv in 'Big Change'

STANDARD OIL Co. (of Indiana) will use its present lineup of 37 radio and 41 tv stations and a "new approach to television commercials" in its Midwest marketing area to promote its "Big Change" campaign featuring two new gasolines, the company is announcing today (Monday).

The drive will run from mid-May through August, stressing Gold Crown Super premium and Red Crown King Size regular gasolines in one of Standard's largest advertising campaigns in its 68-year history, according to Wesley I. Nunn, advertising manager.

Spot announcements will accent "The Big Change" on Standard's news, weather, sports and film programs. Several of its 17,000 service station dealers plan to supplement the company program with their own locally sponsored advertising. Suggested spot announcement copy and other aids will be made available to dealers.

New tv commercials for the two gasolines will combine animation, live action and special effects "to stimulate the imagination of the viewer and get him to try the products," Mr. Nunn revealed.

Main Named R&R Marketing Head

WILSON J. MAIN, vice president and director, Ruthrauff & Ryan, New York, and with the firm since 1935, has been appointed director of marketing, it has been announced by F. Kenneth Beirn, president.

The marketing department will coordinate marketing, research and media. Daniel M. Gordon will continue as vice president and director of media. The appointment, Mr. Beirn explained "marks a greatly expanded marketing, research and media department for greater depth of service to our clients."

FC&B's Hunt Dies in Chicago

FUNERAL services were held Wednesday for John F. Hunt, 59, senior vice president, director and member of the plans board of Foote, Cone & Belding, Chicago, who died May 4 after a long illness. He started his advertising career with General Outdoor Co. in 1924 and later was account executive at Maxon Inc. and Young & Rubicam before joining FC&B in 1942. Also active in civic affairs, Mr. Hunt was director of the Greater North Michigan Avenue Assn. Survivors include his wife, Bernice Brooks Hunt, and a daughter, Mrs. John A. Juhnen.

'Best of Post' to Be Previewed

A PILOT film of *The Best of the Post*, series of 39 half-hour color films for tv produced by Robert J. Enders Inc., Washington, is being shown to agency representatives Wednesday in New York and Friday in Chicago, according to an invitation sent agencies by Curtis Pub. Co., Philadelphia. Curtis granted Enders rights to stories from the *Saturday Evening Post* for the series. The New York showing will be held at 9:30 a.m. at the Guild Theatre, 33 W. 50th St. and in Chicago at 10 a.m., Esquire Theatre, 58 E. Oak St.

THE symbolic arrangement of pens stands for Hope, which is what U. S. Time Corp., its agency, Peck Advertising, and NBC-TV have for the 1957-58 season. Time has signed to sponsor six one-hour variety shows starring Bob Hope next season on NBC-TV. Principals who closed the deal are (l to r): William R. Goodheart Jr., NBC vice president for tv network sales; Robert E. Mohr, director of sales for U. S. Time, and Sidney Garfield, chairman of the board of Peck.

NETWORK BUYS

Schick Inc., Lancaster, Pa., has signed as alternate week sponsor of NBC-TV's new *Gisele MacKenzie Show* (Saturday, 9:30-10 p.m.) effective Oct. 5. The program already has been pacted by Scott Paper Co., which will kick off the new series Sept. 28. Agencies placing the sponsorships are Benton & Bowles for Schick and J. Walter Thompson Co. for Scott Paper.

Whitehall Pharmacal Co., through Ted Bates Inc., N. Y., and Helene Curtis, through Earle Ludgin Co., Chicago, have signed to sponsor half-hour summer drama series on CBS-TV starting May 11 in Sat., 9:30-10 p.m. period. Sponsors will alternate. Series, *S. R. O. Playhouse*, consists of film re-runs from CBS-TV *Schlitz Playhouse* produced by Revue Productions.

Purex Corp. has signed for full-hour, alternate week sponsorship of CBS-TV's *Perry Mason* series starting Sept. 21. Series will be aired Saturday, 7:30-8:30 p.m. EDT. Agency for Purex is Edward H. Weiss & Co., Chicago.

American Chicle Co., Long Island City, N. Y., renews alternate-week sponsorship of *Jim Bowie* on ABC-TV (Fri., 8-8:30 p.m. EDT). Agency: Ted Bates & Co., N. Y.

Swift & Co., Chicago, renews sponsorship of Fri., 3:15-30 p.m. EDT segment of *House Party* (CBS Radio, Mon.-Fri., 3-4 p.m. EDT) for 52 weeks, effective June 7. Agency: McCann-Erickson, Chicago.

Pabst Brewing Co. (Blue Ribbon beer, Old Tankard ale), Chicago, buys *Pabst Mystery Theatre,* Screen Gems series with George Sanders, on NBC-TV, Sat., 9-9:30 p.m. (EDT), starting June 22. Agency: Leo Burnett Co., same city.

SPOT BUYS

Oregon State Highway Commission, Portland, on May 7 starts participations in *Panorama Pacific* on seven-station CBS Television Pacific Network, Mon.-Fri., 7-9 a.m. Agency: Cole & Weber, Portland.

AGENCY APPOINTMENTS

Wm. Wrigley Jr. Co. appoints Publicidad Badillo Inc. (Puerto Rico agency), N. Y. office for its Spanish market in N. Y. area.

Pal Blade Corp. Ltd., subsidiary of American Safety Razor Corp., N. Y., appoints BBDO, N. Y.

American Petroleum Institute appoints BBDO, N. Y., to supervise preparation of several proposed television presentations to be made in 1959 in celebration of 100th anniversary of oil industry in America.

Western Airlines appoints Noble Adv., Mexico City, as associate agency of BBDO in handling its advertising.

Cranberry Institute (canned, fresh, frozen and liquid cranberry products) appoints Charles F. Hutchinson, Boston.

ACTIVITY

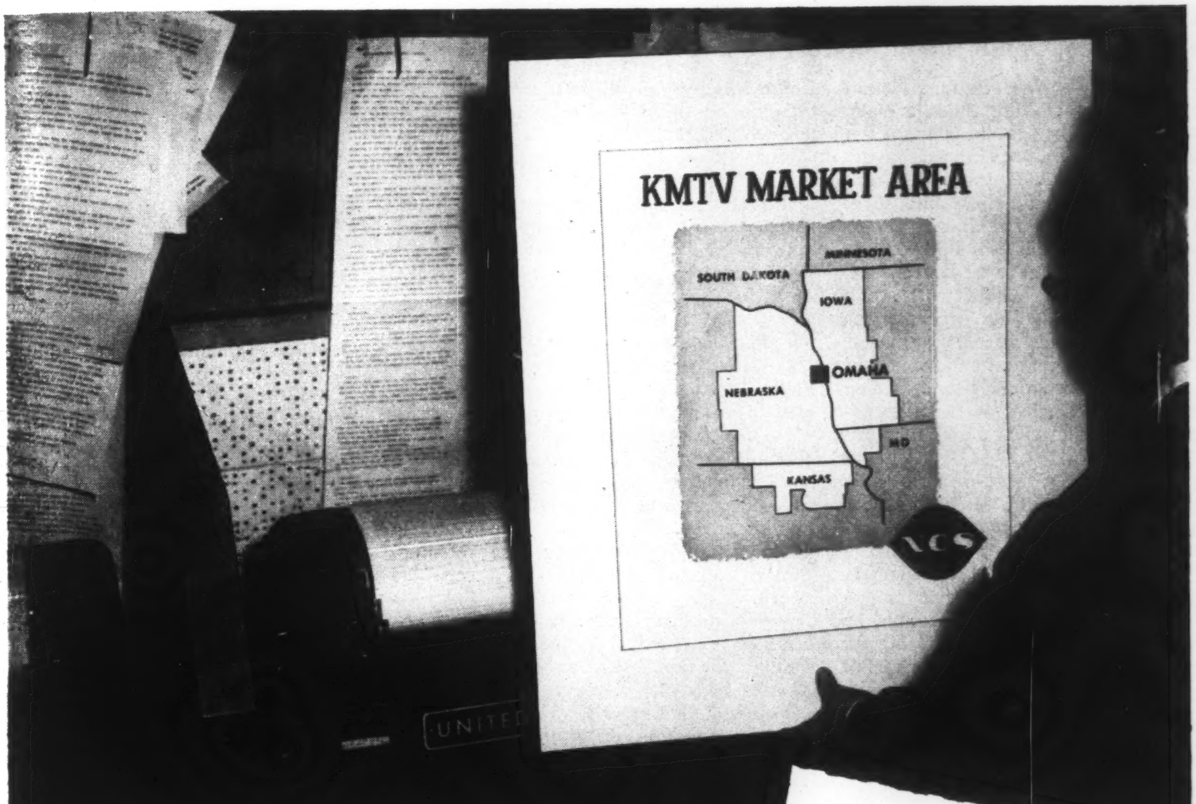
HOW PEOPLE SPEND THEIR TIME

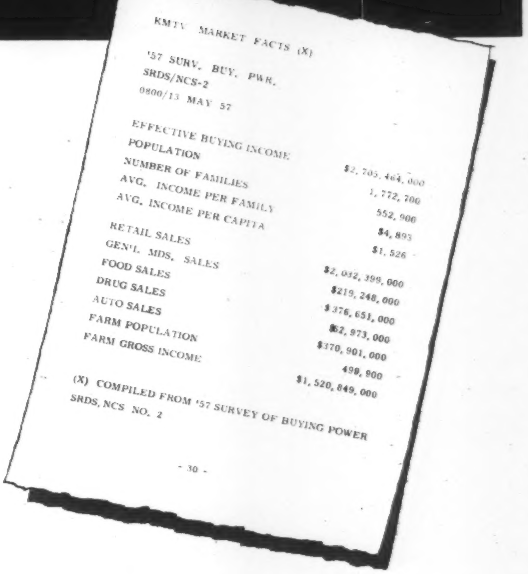
THERE WERE 122,673,000 people in the U. S. over 12 years of age during the week, April 28-May 4. This is how they spent their time:*

64.3%	(78,927,000)	spent	1,597.6 million hours	WATCHING TELEVISION
53.9%	(66,102,000)	spent	968.4 million hours	LISTENING TO RADIO
79.7%	(97,770,000)	spent	386.1 million hours	READING NEWSPAPERS
27.7%	(33,980,000)	spent	139.5 million hours	READING MAGAZINES
20.3%	(24,903,000)	spent	229.6 million hours	WATCHING MOVIES ON TV
31.4%	(38,464,000)	spent	159.6 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

*** All figures are average daily tabulations for the week with exception of the "attending movies" category, which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.**





KMTV MARKET FACTS (X)

'57 SURV. BUY. PWR.
SRDS/NCS-2
0800/13 MAY 57

EFFECTIVE BUYING INCOME	$2,705,464,000
POPULATION	1,772,700
NUMBER OF FAMILIES	552,900
AVG. INCOME PER FAMILY	$4,893
AVG. INCOME PER CAPITA	$1,526
RETAIL SALES	$2,032,399,000
GEN'L. MDS. SALES	$219,248,000
FOOD SALES	$376,651,000
DRUG SALES	$62,973,000
AUTO SALES	$370,901,000
FARM POPULATION	499,900
FARM GROSS INCOME	$1,520,849,000

(X) COMPILED FROM '57 SURVEY OF BUYING POWER
SRDS, NCS NO. 2

- 30 -

JUST RELEASED - - -
Up-to-Date KMTV Market News for TIMEBUYERS

Complied from New 1957 Survey of Buying Power and N.C.S. No. 2!

KMTV serves a $2½ billion "plus" market area . . . proven by new 1957 Survey of Buying Power figures and Nielsen Coverage Report data. N.C.S. No. 2 reveals KMTV serves 84 counties and more TV homes . . . 412,250 . . . than any other station in Nebraska, Iowa and Kansas. See your Petry representative today!

COLOR TELEVISION CENTER **KMTV** NBC-TV ABC-TV CHANNEL 3
OMAHA

Represented by
EDWARD PETRY & CO., INC.

RADIO WEEK GETS TOP SUPPORT

- **May 5-11 promotion gets full backing all across nation**
- **Sweeney, Webb, Karol forecast even greater radio gains**

FOUR broadcast trade associations wound up the 1957 version of National Radio Week with the conviction that public appreciation of the medium's national role is increasing. The associations—NARTB, Radio-Electronics-Tv Mfrs. Assn., National Appliance & Radio-Tv Dealers Assn. and Radio Advertising Bureau—agreed this year's promotion, which ended Saturday, far exceeded any past observance.

Luncheon clubs and other organizations heard literally thousands of talks last week, augmenting the program and announcement campaigns carried on radio networks and individual stations. Dealers all over the nation had special displays and public relations material.

Kevin Sweeney, RAB president, set the pace for speechmakers in a series of luncheon talks all over the country. At the Washington Ad Club Tuesday he predicted $750 million radio revenue in 1957. Recalling radio's transition from a glamour medium in pre-tv days to a low-cost mass medium, he said the local advertiser now is the biggest radio customer whereas national sponsors at one time had the prime hours.

In 10 years, Mr. Sweeney said, radio will be a $2 billion medium. He predicted it will fit perfectly into the new "suburbia" markets that are developing around the nation. He said "excitement has returned to radio advertising," illustrating the point with recorded commercials. The news potential of radio is just starting to be realized, he said, adding that radio once again is "fashionable" with advertisers and agencies. He presented success stories dealing with radio advertising campaigns staged by Listerine and Whitman candy.

Larry Webb, managing director, Station Representatives Assn., made Radio Week presentations in Dallas and Houston. In his talk he predicted that when final tabulations were available, it would show that spot radio for the first quarter of 1957 exceeded the first quarter of 1956 by at least $20 million.

John Karol, vice president in charge of network sales for CBS Radio, paid tribute to National Radio Week in a speech to the Assn. of Broadcasting Executives in Dallas last week. He cited CBS Radio's $5.5 million time sale to the Ford Motor Co. and noted that the radio network's Monday-Friday daytime sales have more than doubled in less than a year.

He said that the medium possesses "unique characteristics in the current advertising market" in having "affordable frequency." He stated that advertisers have "come to realize that there must be a day to day pounding away . . . and it must be low-cost pounding. This is the area in which radio excels," he added.

Radio stations across the country joined NARTB President Harold E. Fellows in saluting National Radio Week on ABC Radio's *Ted Malone Show* last Friday.

Four different local cut-ins were arranged during which officials of the affiliated stations could develop, on a local basis, points which Messrs. Fellows and Malone were making in the main body of the network feed. These included local accounts of (1) what effect an interruption in station broadcasting would have on the community; (2) highlights of the stations' early days; (3) attention-getting local broadcasts of past or present and (4) local public service features.

Three U. S. senators, in addresses on the Senate floor, cited National Radio Week and saluted the radio as a vital link between the government and the people. They noted the growth of radio in the nation as one of the most important means of mass media communication. Speaking to the Senate on the national observance were Sens. Mike Mansfield (D-Mont.), Leverett Saltonstall (R-Mass.) and Alexander Wiley (R-Wis.).

From individual stations B•T received these reports of Radio Week activity:

WAAB Worcester, Mass., opened radio week with Vera Green, station personality, doing her broadcast from a jet training plane flying at 18,000 ft. The flight was arranged to call attention to radio's mobility.

Connecticut Gov. Abraham A. Ribicoff issued a proclamation citing radio stations in that state for "displaying an enlightened awareness of their civic duty in the cultural and educational fields."

ABC Radio President Robert E. Eastman gave a special talk over the network on

IKE SALUTES RADIO

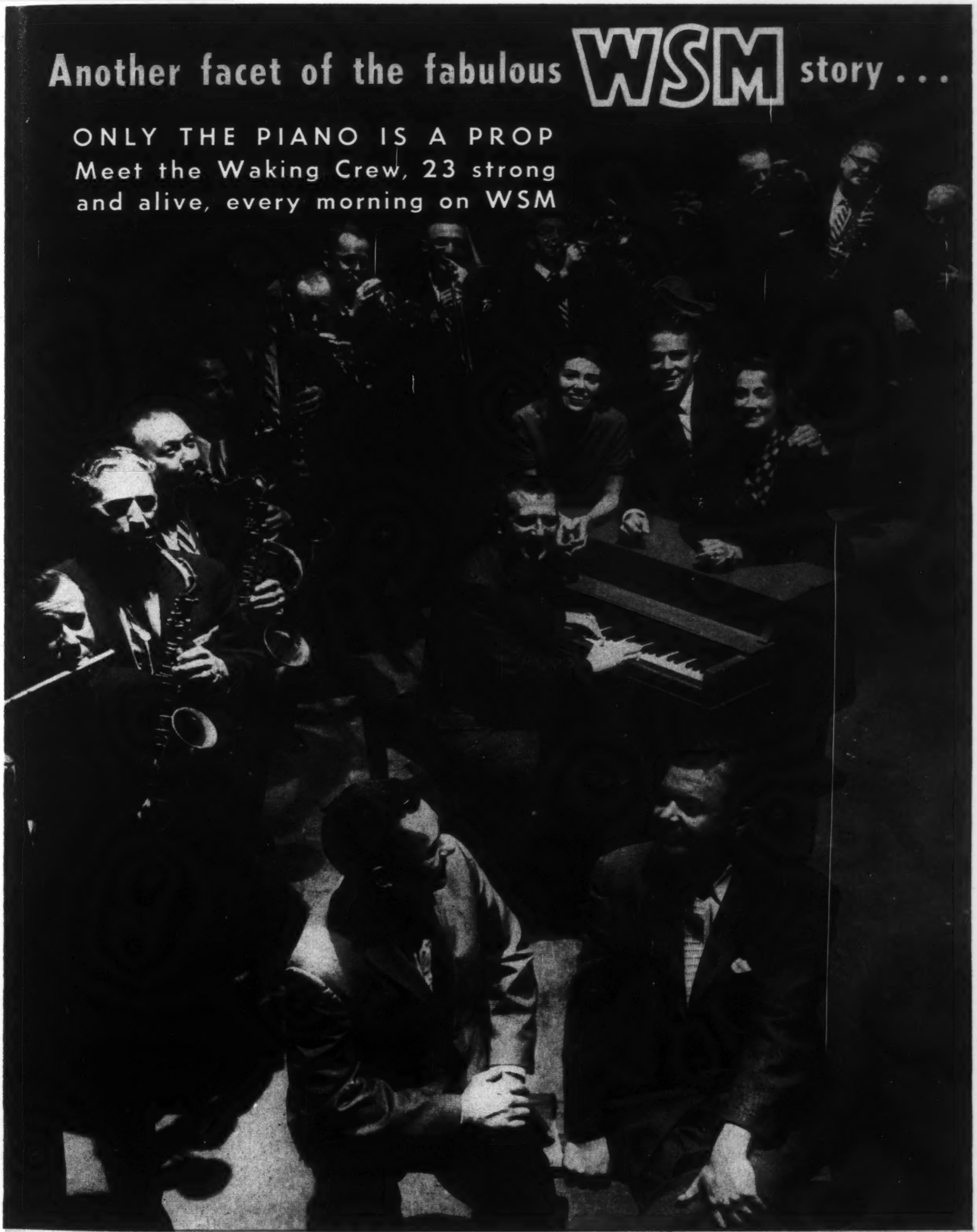
THE NATION's No. 1 citizen—President Eisenhower—last week added his salute to the many tributes offered in observance of National Radio Week.

In a telegram to NARTB President Harold Fellows, Mr. Eisenhower cited the radio industry's "continued growth and service" and stated that radio "has become an indispensable part of American life since the birth of the industry only 37 years ago. As a means of communication, [it] has served America by informing, educating and entertaining."

The President also extended his congratulations to the radio industry and noted the medium's public service "in times of catastrophe and natural disaster."

GOVERNOR Cecil H. Underwood of W. Va. issued a commendation for state broadcasters during National Radio Week. Tom Garten, assistant manager of WSAZ-AM-TV Huntington, and John T. Gelder Jr., general manager of WCHS-AM-TV Charleston, were present.

WISCONSIN joined in the general tribute paid to radio during this month. Watching as Governor Vernon Thomson signs the state proclamation are (l-r): Ken Schmitt, general manager of WIBA Madison; Edwin Conrad, executive secretary of the Wisconsin Broadcasters' Assn.; Ben Hovel, general manager of WKOW Madison, and H. B. McCarty, director of WHA, the U. of Wisconsin station.



Another facet of the fabulous WSM story . . .

ONLY THE PIANO IS A PROP
Meet the Waking Crew, 23 strong
and alive, every morning on WSM

If there is a difference...it's WSM RADIO

50,000 WATTS, CLEAR CHANNEL, NASHVILLE • BLAIR REPRESENTED

an OPEN LETTER

to a worthy competitor . . .

The trade journals have carried a series of highly interesting full page ads under your call letters which claim . . . "more listeners, more coverage than any other full-time station in the entire State of Texas." Also you have purported to have . . . "the only full-time 50,000 watt station in the Dallas-Ft. Worth area."

Claims should be substantiated by facts if they are not to mislead. Therefore, we feel it is necessary to set the record straight on Texas Radio and NCS #2.

Item: WFAA-WBAP-820 is a "full-time" 50,000 watt NBC affiliate.

Item: WFAA-WBAP-820 is the only "clear channel" class 1A station in North Texas.

Item: WFAA-WBAP-820 has *more listeners, more coverage* than any other station in Dallas-Ft. Worth.

Item: WFAA-WBAP-820 has *more listeners, more coverage* than any other station in the entire state of Texas.

Please examine the figures from the very latest NCS #2 in the adjacent column.

After a quick look to set the record straight, it's clearly seen why . . . for the most coverage, the most listeners, and the most results . . . most advertisers use WFAA-820!

Cordially yours,

Alex Keese

Alex Keese, Director
WFAA RADIO

WFAA-820 • 50,000 WATTS • NBC • DALLAS, TEXAS

Here are the facts from NCS #2 for the Dallas-Ft. Worth Stations:

COVERAGE

STATION		MONTHLY	WEEKLY
WFAA-WBAP-820	(N)	591,740	544,000
Network Station	(C)	510,750	463,720
WFAA-WBAP-570	(A)	283,960	256,260
Station "A"	(I)	183,760	167,230
Station "B"	(M)	93,770	85,350
Station "C"	(M)	74,790	71,250
Station "D"	(I)	49,810	45,700
Station "E"	(I)	46,090	39,220

CIRCULATION

STATION		DAYTIME WEEKLY	NIGHTTIME WEEKLY
WFAA-WBAP-820	(N)	512,650	353,390
Network Station	(C)	402,790	302,620
WFAA-WBAP-570	(A)	248,900	157,310
Station "A"	(I)	164,790	61,170
Station "B"	(M)	81,870	36,460
Station "C"	(M)	64,970	36,690
Station "D"	(I)	43,140	16,150
Station "E"	(I)	39,220	Daytime only

Here are the facts from NCS #2 for the first six stations in the entire state of Texas:

COVERAGE

STATION		MONTHLY	WEEKLY
WFAA-WBAP-820	(N)	591,740	544,000
Dallas Network Station "C"		510,750	463,720
San Antonio Station (N)		353,920	314,510
WFAA-WBAP-570	(A)	283,960	256,260
Houston Station	(C)	234,140	214,730
Houston Station	(N)	217,600	196,340

CIRCULATION

STATION		DAYTIME WEEKLY	NIGHTTIME WEEKLY
WFAA-WBAP-820	(N)	512,650	353,390
Dallas Network Station "C"		402,790	302,620
San Antonio Station (N)		246,660	235,250
WFAA-WBAP-570	(A)	248,900	157,310
Houston Station	(C)	200,050	115,940
Houston Station	(N)	185,510	103,270

WFAA

820 · 570

50,000 WATTS 5000 WATTS

DALLAS

NBC · ABC · TQN

REMINDING the community of the achievements of radio, Mayor Raymond R. Tucker issued a Radio Week proclamation in St. Louis. Mayor Tucker (l), was presented with a portable transistor radio by Elzey Roberts Jr., (r), president of KXOX that city, and Chet Thomas, vice president-general manager of the station.

MAY was declared Radio Month in Philadelphia by Mayor Richardson Dilworth. Gathered to receive the tribute to the city's stations were (seated, l-r): Joseph Tinney, WCAU; Mayor Dilworth and Benedict Gimbel Jr., WIP. Standing (l-r): James J. Gray, WFLN; Lloyd E. Yoder, WRCV; George Kohler, WFIL; Jack Mahoney, WIBG; William A. Banks, WHAT; Patrick Stanton, WJMJ; Murray Arnold, WPEN; Robert Klein, WDAS, and Austin Marshall, director of the Philadelphia Broadcasters Assn.

"The Power of Radio" and noted "the responsibility of radio to be ready at all times to reach its audience with news and entertainment." He stated that a radio network can reach millions at the flick of a switch and that "this is our power."

Monitor carried a salute to radio by the four network heads: ABC's Robert Eastman, CBS' Arthur Hull Hayes, MBS' Richard B. Poor and NBC's Matthew J. Culligan.

In observance of the special week, the City Council of Oneonta, N. Y., approved the renaming of its Main St. to WDOS Ave. All WDOS announcements for Main St. sponsors gave their addresses as WDOS Ave.

WENE Endicott, N. Y., distributed roses and portable radios to patients in four area hospitals.

In a proclamation, Pittsburgh Mayor David L. Lawrence praised radio for its "many signal contributions to the economic, technological and cultural development of our society."

WILY Pittsburgh gave away 10 RCA Victor clock radios, one every hour on the hour, during a special broadcast day.

As its contribution to National Radio Week, the Pittsburgh Radio-Tv Club conducted a "Go-to-the-Church-or-Synagogue-of-Your-Choice" campaign.

WWDC Washington conducted a contest to find the most unique radio listener in its area and presented the winner with a Zenith transistor radio.

Personalities on all Charlotte (N. C.) radio stations, WBT, WSOC, WAYS, WIST, WGIV and WWOK made spot announcements all week in salute to radio.

Five Cleveland, radio stations—KYW, WERE, WGAR, WHK and WJW—worked together and broadcast spot announcements prepared by RAB. Station breaks were given in following form: "This is station XXX joining stations such-and-such in saluting National Radio Week."

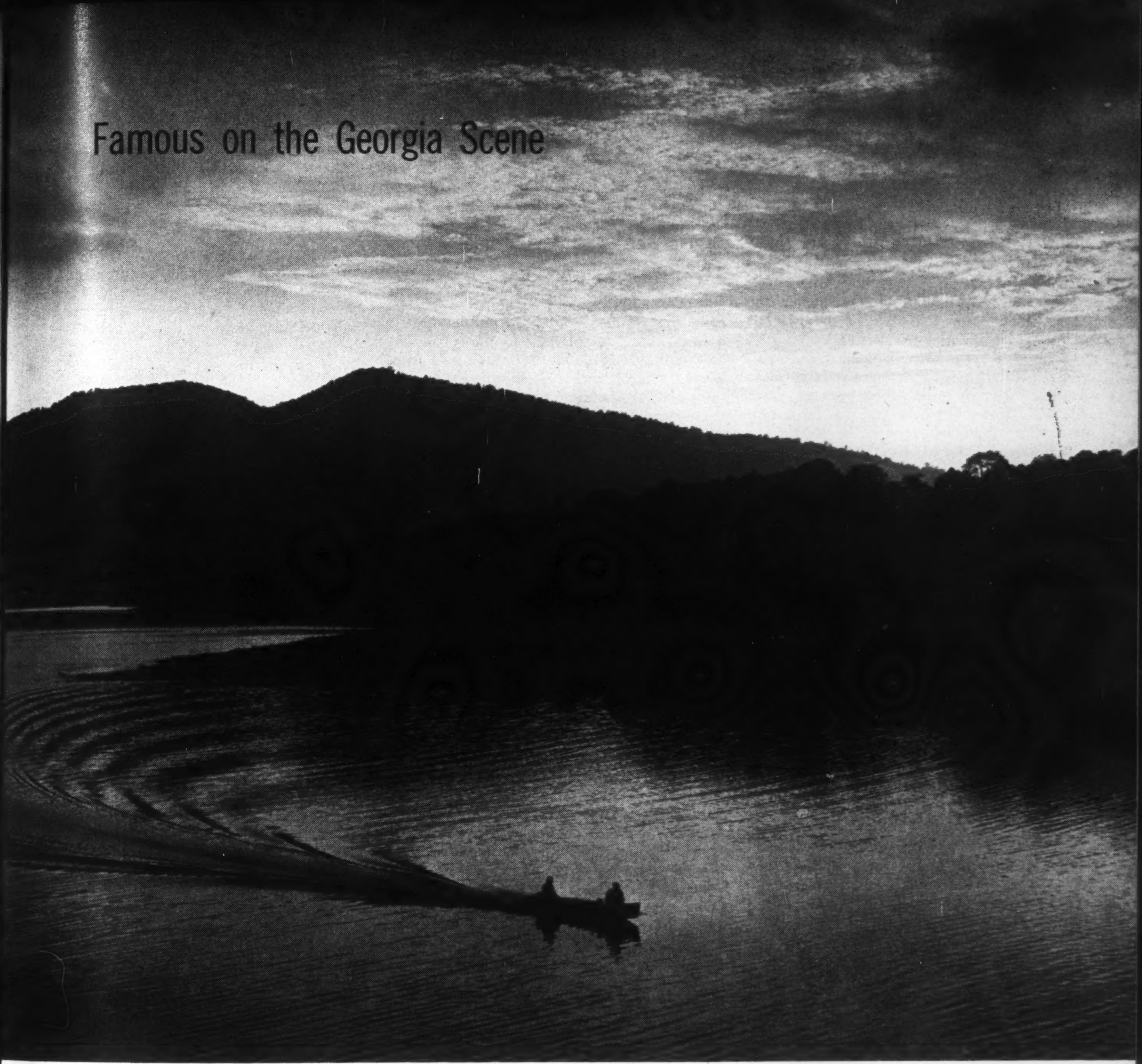
West Virginia Governor Cecil H. Underwood issued a proclamation urging people throughout the state to observe National Radio Week.

WSAZ Huntington, W. Va., observed radio week with merchants and advertisers

AND YET another observance, this time in St. Petersburg, Fla., where Mayor Samuel B. Johnson gave official approval to the occasion. Pleased observers at the signing were (l-r): Fred P. Shawn, WSUN; Art Mundorff, WPIN, and Marshall Cleaver, WTSP, who represented the three St. Petersburg stations.

THE SECOND annual observance of National Radio Week was marked by Governor Averell Harriman of New York. Attentively observing the signing of the proclamation were (l-r); E. R. Vadeboncoeur, president of WSYR Syracuse; Wellington Wales, director of the N. Y. State division of publicity, and Merle Galusha, general manager of WGY Schenectady.

Famous on the Georgia Scene



LAKE CHATUGE, luring fishermen to its bass-filled waters, lies tucked away among the gently sloping mountains of northeast Georgia—an area fully covered by WAGA-TV, also famous on the Georgia scene. Covering more than half the state's population with over half of the retail sales and spendable income, WAGA-TV consistently gains top ARB and Pulse ratings. It's the No. 1 television station in the Southeast's No. 1 market.

CHANNEL 5 ATLANTA

waga·tv

CBS

A STORER STATION

STORER BROADCASTING COMPANY SALES OFFICES

NEW YORK—625 Madison Ave. • CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

Represented Nationally by THE KATZ AGENCY, Inc.

acting as guest announcers. In addition, local drugstores carried "Radio Sundaes."

WGN Chicago conducted a "Why I Like Radio" contest and gave a luncheon for club from churches, hospitals, schools and various other fields. Chicago Mayor Richard Daley issued a proclamation citing radio and its service.

The Paragould (Ark.) Kiwanis Club invited owners of KDRS that city to a luncheon and surprised them with a special radio appreciation program which was broadcast.

WCCO Minneapolis offered to repair one out-of-order radio for each of the first 10 persons to telephone the station.

KCMO Kansas City saluted radio with contests for listeners, statements from civic leaders, special on-the-spot reports from KCMO "News Cruisers" and a saturation campaign of jingles prepared by RAB.

Longview, Tex., Mayor J. Clyde Tomlinson issued a proclamation commending KFRO that city and citing radio's contributions.

California Governor Goodwin J. Knight issued a proclamation in connection with Radio Week.

KCBS San Francisco and WEEI Boston exchanged tapes of their personalities who saluted radio week. All tapes "emphasized the national aspect of radio, especially the CBS Radio Network."

KGFJ Hollywood carried tapes 24 hours a day for the entire week of different personalities who saluted radio.

KYA San Francisco used the theme "Radio Is Bigger than Ever" and publicly displayed the "World's Largest Microphone" which was a self-contained remote broadcasting unit and public address system measuring 14 feet in height. It was a replica of the KYA studio microphone.

The Southern California Broadcasters Assn. selected a "Miss Radio Week" to represent Southern California radio during the week.

WWDC Radio
1260
ON THE DIAL

FCC *Comr. Rosel H. Hyde checks the reception on a horse wired for sound by WWDC Washington to mark National Radio Week.*

RAB Radio Survey Studies Engineers' Listening Habits

IN ITS continuing analysis of radio listening, Radio Advertising Bureau now turns its spotlight on engineers. The new study entitled "The Radio Listening Habits of Engineers," was conducted by Pulse Inc. and indicates that virtually all men in the engineering profession are regular radio listeners.

Among the facts divulged by this study are nearly half of the engineers who hear radio are regular listeners to automobile receivers, three out of four of these listening en route to work, and half tuning in after work. Other favored listening posts are, in this order, kitchen, bedroom and living room. Radio news is the program preference of more than nine out of every ten engineer "radio regulars" with musical programs a close second choice. At least seven of every ten listen to radio before going to work and an even greater percentage are in the audience between leaving work and bedtime, RAB claims.

The results of this study have been published in a folder which RAB is distributing to members, agencies and station representatives.

N. Y. AWRT Elects Helen Hall

HELEN HALL, "roving reporter" for NBC's *Monitor* and conductor of MBS' *Living World*, was elected president of the New York chapter of American Women in Radio and Television last week, for a one-year term. Other officers elected for one year were: Mimi Hoffmeir, manager of program analysis, NBC, first vice president; Jo Anne Welsh, CBS-TV story department, second vice president, and Babette Doniger, Editorial Films Inc., corresponding secretary. Elected for two-year terms were: Mary McDonnell, audience promotion assistant, WNYC New York, radio director; Grace Johnsen, director of continuity acceptance, ABC, network director, and Kate Stahl, Dudley, Anderson & Yutzy, director to represent associates. Lillian Okun, writer-producer, WMCA New York, now is ex-officio president.

Miss. UP Broadcasters Elect

DICK SANDERS, news director of WJDX-AM-FM and WLBT (TV), both Jackson, Miss.; and John Bell, manager of WCMA Corinth, Miss., were re-elected president and vice president, respectively, of the Mississippi UP Broadcasters Assn. at the group's annual meeting in Biloxi on April 26.

The broadcasters, representing nearly all of the 42 UP radio and tv clients in that state, voted unanimously in favor of a resolution praising the UP for its progress in local news coverage.

AFA Honors Ad Week Leaders

ADVERTISING Federation of America has awarded distinguished service plaques to three advertising leaders active in February's National Advertising Week. Plaques were given to: Thomas D'Arcy Brophy, national chairman of Advertising Week for 1957 and chairman, Kenyon & Eckhardt; John P. Cunningham, president of "task force" agency Cunningham & Walsh, and Eugene McKim, vice chairman of the national committee and advertising manager, *Western Farm Life*, Denver.

Elon G. Borton, AFA president and general manager, was awarded a Medal for Distinguished Service to Journalism and Advertising by the U. of Missouri School of Journalism in ceremonies saluting Journalism Week there.

Pioneers' Party to End Season

RADIO PIONEERS will wind up this season with a party Wednesday at the Nicholas Murray Butler Room of the Columbia U. Club, New York. A Radio Pioneers' honor roll will be established, inaugurating an honorary life membership for those members who have "retired" from active business within the past year. New officers for the coming year will be inducted. They are Gordon Gray, vice president, RKO-Teleradio, president; Jeff Sparks, United Nations radio officer, vice president; Arthur Simon, advertising manager, *Radio-Tv Daily*, vice president; Ralph Weil, general manager, WOV New York, vice president; E. B. Lyford, NBC station relations, secretary; Charles Wall, president, Associated Music Publishers, treasurer; M. J. Shapiro, Broadcast Music Inc., executive secretary.

Court Coverage Increasing

COVERAGE of court trials by radio, tv and newspaper cameras is increasing despite the restrictive Canon 35 of the American Bar Assn., the annual Law Day of George Washington U. Law School was told May 4 in a debate on court coverage.

Vincent T. Wasilewski, NARTB government relations director, showed the film of the John Gilbert Graham murder trial in Denver. Richard P. Tinkham, Indiana attorney and ABA public relations committee head, said the camera has an important psychological effect in trials. Herbert Brucker, Hartford Courant editor, contended microphones and cameras guarantee a fair trial. He and Mr. Wasilewski argued the public is entitled to full coverage.

Tv Allowed in Florida Chamber

TELEVISION cameramen are allowed in the Florida House of Representatives under a rule adopted by that body. While the question has not come up in the Senate, tv newsmen have telecast that body's proceedings this session without interference.

Goldenson to Address RTES

LEONARD H. GOLDENSON, president of American Broadcasting-Paramount Theatres Inc., will speak Wednesday at the installation of officers of the Radio & Television Executives Society at a luncheon at the Palm Terrace Room in the Hotel Roosevelt, New York.

pick a number from

1 to 723

No matter how many feature films your station programs, MGM-TV has a plan to fill your needs—a plan that will bring you *higher audience ratings* and *bigger sales increases* than you ever imagined.

For "one-time" impact, choose single pictures, individually priced in keeping with their fabulous audience appeal.

Or, for maximum economy, choose one of the already-packaged groups, consisting of from 100 to more than 700 titles of the greatest motion pictures ever produced.

Write, wire or phone now to determine if your market is still available.

MGM-TV
A SERVICE OF
LOEW'S INC.

701 Seventh Avenue, New York 36, N. Y.
Richard A. Harper, General Sales Manager

MGM . . . the fabulous features that started the revolution in ratings!

LOOK N SEE
"ROMPER ROOM"
WCSH-TV

There's only one Skowhegan . . .
. . . it's in MAINE

Moppets and mothers here, as elsewhere, are devoted to ROMPER ROOM on Channel SIX

Quoting Marge Pressey, in her weekly *Somerset Reporter* column, Diary of a Skowhegan Mother of Six:

"In my opinion, one of the very best programs on TV for preschool children these days is Romper Room on Channel 6 at 9:30 a.m. . . . Miss Connie, Romper Room's 'teacher,' is such an attractive person and has such a lovely personality, the children just adore her."

What do Romper Room sponsors say?

MAINE SAVINGS BANK—"We have found Romper Room successful in soliciting new accounts among the younger age groups and their parents."

OAKHURST DAIRY—"A quality presentation combining child development and entertainment values with unique sales-service appeal."

KIDDYLAND—"Romper Room is excellent as a vehicle of both educational influence and entertainment. It has brought many new customers to us."

We say: "See your nearest WEED-TV man for availabilities."

WCSH-TV Portland Maine

Georgia Broadcasters Help Cut Weekend Automobile Death Toll

GOV. Marvin Griffin of Georgia and State Patrol director, Col. W. C. Dominy, congratulated the Georgia Broadcasters Assn. for its part in a statewide traffic safety program called "Deathless Weekend."

During the weekend of the program there were only two fatalities from May 4-5 compared to 15 during the like 1956 period.

Stations throughout Georgia remained on the air for the 54-hour period, preaching caution and featuring on-the-scene mobile unit radio reports of accidents. Col. Dominy, praising the promotion, said, "It was such a fine piece of work, I wish we could stage such a program every weekend."

Churchman Asks for Free Time

FREE broadcast time for religious programming and establishment of station policy for religious telecasts were recommended by a Protestant church leader at a meeting of the Church Federation of Greater Chicago's radio-tv department.

The Rev. Everett C. Parker, director of the communication office, Congregational Christian Churches, described the practice of selling such program time as a "threat" to free religious expression.

TvB to Ponder Aid to Retailer

HOW television can help the retailer will be the theme of a special "bread and butter" presentation to be staged May 22 by Television Bureau of Advertising at the three-day midyear convention in New York of the National Retail Dry Goods Assn. TvB officials—as yet undesignated—will take active part in the presentation, one of many staged by all media representatives from May 20-22.

Vermont Enacts Free News Law

A NEW freedom of information law has been enacted in Vermont, backed by support of broadcasters and newspaper interests. The bill restricts closed sessions by legislative groups. Penalty is up to $500 fine for violation.

RADIO NEWS VALUE

RADIO's immediacy as a news medium was demonstrated Thursday to the Jersey City (N. J.) Kiwanis Club by Donald N. Martin, NARTB public relations assistant to the president. As he closed this talk, a newscast from WAAT Newark was fed to the Kiwanians. This newscast included a summary of the remarks. Mr. Martin said in his talk that news is being broadcast in increasing volume, with networks now having hardly a half-hour in the day without a news program.

WE'RE
THE HIGHEST
COMMON DOMINATOR

It's common for WBT to dominate, but thanks to Henry Clay of KWKH, Shreveport, who had the contest, to the contestants who had the curiosity, and to Nielsen, who had the confirmation, now we know:

That WBT Radio is one of the top three Metropolitan stations in the nation in margins of weekly audience superiority over its next home-county competitor, both locally and in total audience reached.

These margins of superiority are leads of 72.5% in home county audience and of 894.9% in station total homes reached weekly.

This type of dominance is a common occurrence in WBT history, ancient and modern. First licensed broadcasting station in the Southeast, 50,000 watt WBT today, in its 36th year, also has the largest share-of-audience (Pulse) in Charlotte, morning, afternoon, and evening, Monday through Friday, the biggest stable of talent, the brightest showcase of awards, including a 1957 Ohio State—in short, the big-time radio operation in its rich area.

It will be common for you to dominate, too, if you're on WBT.

WBT Radio

CHARLOTTE

Colossus of the Carolinas

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

NIGHTTIME, TOO!

NCS # 2 SHOWS WOAI HAS **MORE:**

● LISTENERS ● COVERAGE . . .

MONTHLY / WEEKLY / DAILY

WOAI HAS:

248 % MORE RADIO HOMES than SAN ANTONIO STATION #2

363 % MORE DAILY COVERAGE than SAN ANTONIO STATION #2

280 % MORE WEEKLY COVERAGE than SAN ANTONIO STATION #2

Count 50% counties — count all counties — count circulation in radio homes reached and, as usual, it takes BIG WOAI RADIO to cover BIG SOUTH TEXAS (and lots of bonus area, too!) Get the detailed story from your Petry-man or write WOAI Radio Sales.

CLEAR CHANNEL · 50,000 WATTS

WOAI

SAN ANTONIO

NBC AFFILIATE   Represented Nationally by EDWARD PETRY and COMPANY INC.

CELLER DRAFT MEETS OPPOSITION

- **Some members of House antitrust unit not satisfied**
- **30-page staff draft opposes option time, must-buys**

A STRONG movement got under way on Capitol Hill last week to draw the sting from the staff-drafted report of the House Judiciary antitrust subcommittee investigating television broadcasting.

At the first executive session of the subcommittee last Monday at which the suggested report was on the agenda, a spirited discussion among the seven committee members took place, it was understood. Another meeting on the controverted report is scheduled to take place today (Monday).

Rep. Emanuel Celler (D-N. Y.), chairman of the group, estimated the final committee report may not be ready for two weeks to a month.

One committee member expressed the opinion the report when issued would be more "reasonable" than the recommendations drafted by the staff.

The draft report, running to about 30 pages in printed, galley form, strongly recommends that the FCC act to abolish network option time and must-buy practices.

It also raps the FCC for not holding a hearing on the 1955 exchange of stations between NBC and Westinghouse Broadcasting Co.

The report comes out staunchly against any change in the present multiple ownership rules, in the present three-year license terms, and in the present two-year network affiliation period.

It calls on the Commission to make public the terms of network affiliation contracts.

The draft report urges the Department of Justice to act against purported tie-ins between network-owned programs and the sale of time to advertisers, and also to examine the monopoly aspects of the industry-owned BMI.

At one point the report discusses the rate of return on invested capital of the networks, and, although ascribing these profits as "modest" in comparison to the net income of comparable media, emphasizes that networks are using the public domain and licensed facilities to purvey their programs.

There is an inescapable implication in that section of the proposed report that network income should be regulated.

Committee members who are questioning various aspects of the draft report include both Democratic and Republican members, it was known. In addition to Rep. Celler, the committee comprises the following:

Democrats—Peter W. Rodino Jr. (N. J.), Byron G. Rogers (Colo.), Lester Holtzman (N. Y.); Republicans—Kenneth B. Keating (N. Y.), William M. McCullough (Ohio), and William E. Miller (N. Y.).

Subcommittee staff members include Herbert N. Maletz, chief counsel; Kenneth R. Harkins, co-counsel; Samuel R. Pierce Jr., associate counsel, and Leonard Appel and Julian H. Singman, assistant counsel.

The television hearings before the House Judiciary subcommittee took place in Washington in late June and early July and again in New York the second half of September 1956.

The staff report, which has been in the hands of committee members for the last two weeks, presses the FCC to broaden the scope of its deintermixture proceeding. It calls for more deintermixed areas than have been authorized in the February moves.

It also chides the FCC for not acting more vigorously in pending vhf comparative hearing cases. Earlier final decisions in some of the major metropolitan cities would have equalized facilities in important markets much sooner, it says.

One of the most significant sections of the proposed report refers to the network's "sheltered" position as related to their financial returns on invested capital. Although the report declares that networks' profits are "modest" compared to those from magazines, newspapers and motion pictures, it implies that because the networks use a public facility (the air) the financial returns should be regulated.

It also recommends against relaxation of the present multiple ownership limitations. This forbids any single entity to own more than seven stations in any of the three broadcast areas—am, fm and tv. In television, the rule limits ownership to no more than five vhf outlets.

In an allusion to purported tie-in sales of network-owned programs and time sales to advertisers, the report calls on the Department of Justice to continue "with the utmost vigor and dispatch" its announced investigation of these alleged practices.

The FCC, the report declares, should scrutinize network affiliation contracts more closely for conflicts with the chain broadcast rules, which forbid network control over rates and programming of individual licensees. It also implies the FCC should remove the seal of confidence on network-station affiliation contracts and make them public.

The report opposes any lengthening of the present three-year license term for broadcast stations. It also calls on the FCC to forbid any lengthening of the present two-year rule on network affiliation contracts.

On the must-buy question, which aroused a great deal of heat during the committee hearings, the staff expresses no opinion on the legality of this practice as a violation of the antitrust laws. However, the report states that this practice deprives national advertisers of "untrammeled" freedom of choice of markets. It suggests the FCC might promulgate a regulation forbidding stations from affiliating with a network engaging in this practice. One method of doing this, the report suggests, is for the FCC to permit the networks to charge a gross minimum line charge.

One of the most specific of the staff's recommendations is its call for the abolition of option time provisions of network-station affiliation. Option time, the report says, has a "detrimental effect" on competition. This practice, the staff declared, does not "comport" with Congressional intent.

The staff says it found a similarity between network option time and the block-booking practice of the motion picture industry before that practice was outlawed in the famous Paramount case in the early 1940s.

If the FCC does not move against option time, the report states, the Judiciary Committee may wish to introduce legislation to forbid it under the antitrust laws.

In another section, the report calls on the FCC to amend its chain broadcast rules to permit more latitude for other stations in the same area as a network affiliate to carry network programs—if the programs are refused by the affiliate for the time period they are offered. Under present practice,

FCC 'LEAKS' CHARGED ON HILL

THAT Washington institution—the "leak"—was the subject of concern in two quarters on Capitol Hill last week.

Sen. Henry M. Jackson (D-Wash.) proposed a thorough investigation of all federal regulatory agencies—including the FCC—to probe information leaks by government officials.

And the proposed television report of the Celler antitrust subcommittee (see story this page) refers to the "air of informality" which has been practiced by the FCC.

Sen. Jackson heads the Senate Investigating subcommittee looking into an alleged Civil Aeronautics Board "leak" last year, which resulted in stock profits for those who received inside information that the board had authorized Northeast Airlines to fly the lucrative New York-Miami air route. He observed last week: "All the quasi-judicial bodies—such as the FCC, the Federal Trade Commission, the Interstate Commerce Commission, the Federal Power Commission and others—should be judicial in practice on judicial matters; they should operate as do our courts, with real secrecy." He added he was thinking of legislation to make the unauthorized release of information a criminal offense.

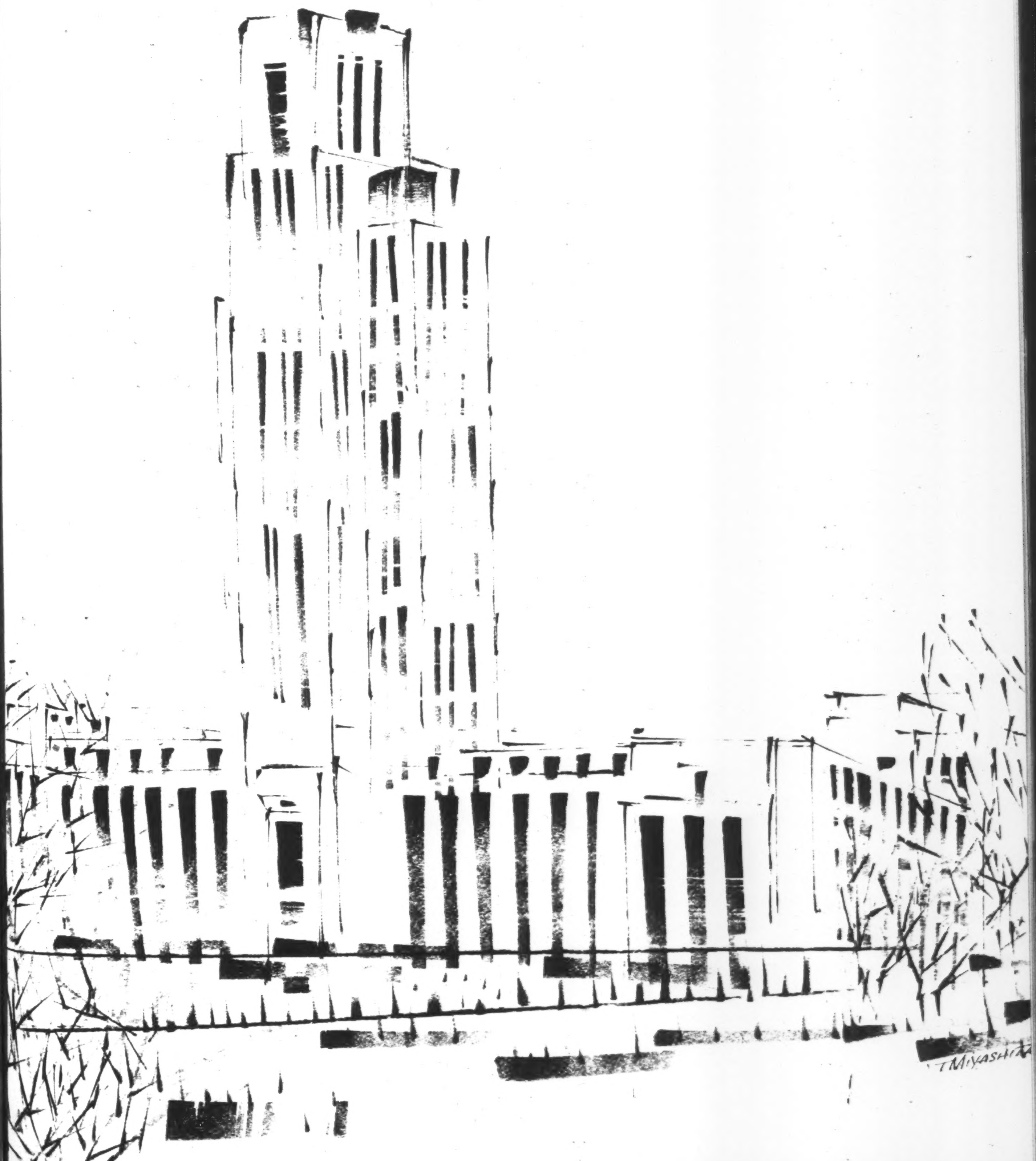
The staff-written draft of the House Antitrust Subcommittee states that "for at least 10 years an air of informality has pervaded the actions before the Commission. . . . [This practice] has permitted the Commission's processes to be discussed repeatedly by interested parties." This, the staff declares, is "repugnant to the principle of quasi-judicial procedures."

It recommends that the FCC adopt a code of ethics outlining the conduct of staff and commissioners.

NATIONAL NAVAL MEDICAL CENTER:

one of a series of impressions
of Washington by T. Miyashita
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division

Represented by CBS Television Spot Sales


T Miyashita

NATIONAL NAVAL MEDICAL CENTER

by T. Miyashita
Second of a series of impressions of Washington
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Operated by The Washington Post Broadcast Division
Reprints of this series available on request.

a station holding first refusal rights may broadcast network programs on a delayed basis.

The FCC's action in approving the NBC-Westinghouse stations swap receives some of the harshest criticism from the staff. In its report, the staff flatly states that the Commission rejected its own staff's recommendation that a hearing be held. The committee staff also chides the FCC for not maintaining "adequate" liaison with the Justice Department on this case. "The Commission," the report reads, "fell far short of protecting the public interest in not holding a hearing."

In the NBC-Westinghouse transaction, which took place in 1955, NBC acquired WBC's KYW and WPTZ (TV) Philadelphia in exchange for the network's WTAM-AM-FM and WNBK (TV) Cleveland plus $3 million. There were unconfirmed charges that NBC had threatened to withdraw its affiliation with WBC stations unless Westinghouse acquiesced to the swap. The exchange is the subject of a government civil antitrust suit (see story page 62).

The committee staff calls on the FCC to examine "scrupulously" the antitrust background of all licensees.

The Dept. of Justice should investigate the monopoly and conspiracy aspects of the BMI-broadcasters "combination," the staff suggests. This combination, it says, has the power to fix charges on music.

The staff also refers to what it calls the "lack of action" by the Commission in its long-pending investigation of AT&T line charges for tv intercity connections.

This proceeding stems back to 1948 when there were complaints that AT&T intercity charges for television stations and networks were too high and that there were not sufficient facilities between cities to permit each network to feed its own affiliates at its own discretion. In 1954 a corollary action was begun looking to authorization of privately owned microwave relays to bring network programs from large city stations to outlets in smaller communities.

Network domination, no fault of the networks, is termed "inimical" to the "democratic processes" and the antitrust laws. The report points to what it terms a potential conflict for a network between network-owned stations and affiliated stations in regard to network practices and business dealings.

Long term talent contracts are described as "restrictive" and as having "deleterious effects."

DJ Show May Incur Cabaret Tax

THE U. S. Internal Revenue Service has ruled that if a disc jockey broadcast from a restaurant or cocktail lounge serves to entertain restaurant patrons as well as a radio audience, the establishment must pay 20% cabaret tax. Such a radio show, under such circumstances, says the IRS in the May 6 *Internal Revenue Bulletin,* constitutes "a public performance for profit," necessitating tax payment on admission, refreshment, service or merchandise for patrons.

NOW
5kw
FOR ALL OF
Northeast
Michigan
FLINT
Plus The Saginaw Valley And The Rich Thumb Area

For the first time, a perfectly tailored signal for all of Northeast Michigan. To Flint add Saginaw, Bay City, and the rich Thumb Area, plus the heart of Michigan's vacationland. The NCS #2 shows WFDF as the outstate regional leader and this BIG new signal will add even more. Let WFDF's BIG audience . . . BIG coverage be your key buy for Eastern Michigan. Katz has full details.

WFDF 910

NBC affiliate in Flint, Michigan, represented by the Katz Agency

Program Producers to Meet With FCC Network Study Group

INDEPENDENT program producers who are fighting FCC demands for financial and other economic data—subpoenaed by the FCC's Network Study Staff earlier this month [B•T, April 29, May 6]—have been granted a conference with the FCC's Network Study Committee, the group of four commissioners who are guiding the Commission's network study.

The meeting was set for tomorrow (Tuesday) in Washington. The conference was arranged at the request of Harry M. Plotkin, counsel for Entertainment Productions Inc., one of the program producers under subpoena. Other production companies involved in the squabble are Officials Films, Ziv Television Programs, Television Programs of America, Screen Gems, and MCA-Tv Ltd. and its Revue Productions, subsidiary.

The program producers at a hearing in New York a fortnight ago argued that the FCC has no right to subpoena financial and economic information. Counsel for the seven companies charged that such information was not relevant to the network inquiry. They moved to squash the subpoenas. FCC Chief Hearing Examiner James D. Cunningham heard the arguments on the motion to squash and recessed the hearing to give counsel an opportunity to study a transcript of the New York hearing. They were asked to file briefs on the law by May 17.

The FCC Network study has been underway since September 1955. It is due to be completed by June 30, 1957, when its $241,000 appropriation expires.

The investigatory hearing in New York, the first requested by the network study staff, was made necessary, the FCC said, by the refusal of some producer-distributor interests to furnish all information requested by the study staff.

The Network Study Committee of the FCC companies Chairman George C. McConnaughey, and Comrs. Rosel H. Hyde, Robert T. Bartley and John C. Doerfer.

Moulder Subcommittee to Name Staff for Investigation Soon

NAMES of hired staff members for the sweeping probe of 16 federal regulatory agencies by the House Special Legislative Oversight Subcommittee may be announced later this week following a meeting of the subcommittee scheduled for today (Monday).

Rep. Morgan M. Moulder (D-Mo.), subcommittee chairman, last week said, "We are continuing to interview applicants and probably will hire a total of 20 persons for the staff." The congressman had announced earlier that the subcommittee staff probably would consist of "some seven or eight lawyers and from 10 to 15 clerical people" [B•T, April 22].

The House passed a resolution April 11 allotting $250,000 for an investigation to determine whether federal regulatory agencies—including the FCC—have been administering the laws as Congress intended [B•T, April 15].

Most important agencies to be investigated are the FCC, FTC, Civil Aeronautics Bureau, Civil Aeronautics Authority, Federal Power Commission, Interstate Commerce Commission, the Food & Drug Administration, and the Securities and Exchange Commission, Rep. Moulder has said. The congressman noted that the probe will be conducted simultaneously among many of the agencies.

House Unit Reports Bill To Tax Players, Recorders

A 450-page omnibus bill to revamp federal excise tax laws—approved May 2 by the House Ways & Means Committee—included a new 10% tax on the manufacturers' sale price of wire and tape recorders and record-players, but contained no proposal to remove the 10% tax on all-channel television sets.

The tax measure, however, may reduce the government's excise tax "take" by as much as $900 million a year. It was drafted by the House Excise Taxes Subcommittee headed by Rep. Aime J. Forand (D-R.I.).

In hearings held last November and December before Rep. Forand's subcommittee, broadcasters, RETMA officials and the Senate Commerce Committee urged removal of the excise tax on tv sets as a major means to help uhf television [B•T, March 25]. Their proposal to remove the tv tax from tv sets was deferred for later action, but Rep. Forand has not said when further discussion would be held on the matter.

WEATHERVANE: *The prevailing wind on* THAT FCC VACANCY

'SMART MONEY' in Washington last week was being bet on Comr. John C. Doerfer to succeed George C. McConnaughey as FCC chairman.

But there was no odds-on favorite in the vastly more crowded race for the commissionership which will be vacated by Mr. McConnaughey June 30. A pack of candidates was running hard, spurred to new speed by the withdrawal of the man who a week before was believed to have been given the appointment.

The signal for revived effort by other candidates was given last Wednesday by Edward K. Mills Jr., deputy administrator of the General Services Administration. A week to the day after he and key senators had been informed by White House sources that he would be nominated to the FCC, Mr. Mills announced he was staying put at GSA.

Within hours others who had sought the FCC job but had resigned themselves to the Mills appointment were back at work shoring up their political support. At week's end, it was still anybody's race, but here were some strong candidates:

- Robert L. King, assistant to Vice President Richard Nixon. Mr. King is a former member of the FBI, 1938-45. He joined Southern Comfort Corp., St. Louis, in 1945, becoming vice president of the liquor-coffee firm. He joined Vice President Nixon's staff in 1954. He is a member of the District of Columbia Bar.
- James E. McCarthy, dean emeritus of the U. of Notre Dame College of Commerce and director of several Midwest corporations.
- George H. Moore, associate counsel of the House Civil Service Committee since mid-April and before that briefly the assistant to the chairman of the Republican National Committee. Mr. Moore was a U. S. Civil Service Commissioner from 1953 until he joined the Republican committee March 1.
- FCC General Counsel Warren G. Baker, who a year ago was reportedly in the running for the chairmanship of the Civil Aeronautics Board.
- Samuel Leonard Golan, since 1953 U. S. member of the International Boundary Commission (U. S., Alaska, Canada).

There were reportedly still others actively seeking or being supported for the FCC vacancy.

The chairmanship, however, appeared to be less of a race. It was reliably understood that Comr. Doerfer had mustered powerful backing, including the endorsement of the retiring chairman. Once before the chairmanship was almost within Mr. Doerfer's grasp. He was seriously considered for it before Mr. McConnaughey got the job.

Within the past fortnight, it was understood, Mr. Doerfer's numerous supporters, who include political powers in the Senate, vigorously intensified their efforts in his behalf. What rallied them was the word that Mr. Mills was to be appointed not only to the FCC vacancy but also to the chairmanship. Informed sources speculated that the Doerfer forces were at least partly responsible for the turnabout on Mr. Mills.

On Wednesday, May 1, White House sources notified key senators and Mr. Mills that he would be nominated to the FCC and named chairman. As that word spread, supporters of Mr. Doerfer and others set immediately to work. Mr. Mills, it was authoritatively learned, was told later the same day that his nomination had been stalled.

It was exactly a week later that Mr. Mills, through the public relations office of the General Services Administration, issued this release:

"Mr. Mills stated that he preferred to remain in his present position as deputy administrator of General Services at the present time and requested that his name not be considered as a member of the

AFTER HEARING THE EVIDENCE...

LISTENERS DECLARE FOR CBS RADIO!

...AND ADVERTISERS CONCUR

There's only one set of nationwide awards in broadcasting* in which the sole judges are the people—the nation's audiences themselves. This "bench" has just handed down its 1956-57 decisions. And they form one of the clearest expressions of public approval ever registered for program performance by a radio network.

For CBS Radio: *18 awards given to 11 programs and stars.* More than for any other broadcaster, radio or television. More, in fact, than for *all other radio networks combined.*

And America's leading advertisers concur. CBS Radio attracts *more of the nation's 50 biggest advertisers* than any other radio network.

It follows. The programs people seek out and enjoy most are here. So it's the logical place for advertisers to be—to reach radio's largest and most responsive audiences.

HERE ARE THE WINNERS

Amos 'n' Andy Music Hall
CBS Radio Workshop
Arthur Godfrey Time
Gunsmoke
Robert Q. Lewis Show
Art Linkletter's House Party
Mitch Miller Show
Romance of Helen Trent
Strike It Rich with Warren Hull
Lowell Thomas
Young Dr. Malone

---

*Annual *TV RADIO MIRROR Poll.*

JUSTICE-NBC SUIT TO BE AIRED

- **Court hears arguments tomorrow in antitrust charges**
- **Government demands sale of network's WRCV-AM-TV**

FIRST argument in the government's portentous antitrust suit against RCA-NBC—in which the 1955 exchange of stations by NBC and Westinghouse Broadcasting Co. is labeled an antitrust violation by RCA-NBC—will take place tomorrow (Tuesday) before Philadelphia Federal District Judge William H. Kirkpatrick.

And, in answers to inquiries submitted by RCA-NBC earlier this year, the Justice Department specified that it wanted the network to be forced to sell its Philadelphia radio-tv outlets to a non-network purchaser and that the network be prohibited from acquiring any more vhf television stations in any more of the first eight markets.

Argued in Philadelphia tomorrow will be various motions made by RCA-NBC and the Justice Department regarding additional documents requested by both parties, objections by the government to answering some of the questions submitted by RCA-NBC in a series of interrogatories last January and to RCA-NBC's request for transcripts of a Philadelphia grand jury term last year.

One of the most significant debates, if the issue is aired, is expected to be the question of whether the Department of Justice can step in after the FCC has acted in a case involving broadcast licensees.

RCA-NBC will be represented by Bernard Segal of the Philadelphia law firm of Schnader, Harrison, Segal & Lewis. The Justice Dept. will be represented by Bernard Hollander and Ray Carlson.

The government is asking not only that RCA-NBC be forced to sell its Philadelphia stations to a non-network owner, but that NBC be prohibited from acquiring any more vhf television stations in Pittsburgh, Boston, Detroit and San Francicso without court approval.

This was made clear in the government's answers to 33 interogatories submitted by RCA-NBC earlier this year. The answers spell out the government's case in explicit terms.

The sale of the Philadelphia stations to a non-network purchaser is "necessary and indispensable," the Justice Department said.

The clarification of charges and the relief sought came in government replies filed with the court in the past two weeks.

Named by the government as participants in the alleged unlawful "combination or conspiracy" were NBC executives David Sarnoff, Charles R. Denny, Joseph V. Heffernan, Harry Bannister and Emanuel Sacks.

Gen. Sarnoff is chairman of RCA, parent company owning NBC. Mr. Denny is executive vice president in charge of NBC operations; Mr. Heffernan, staff vice president; Mr. Bannister, station relations vice president, and Mr. Sacks, vice president in charge of tv network programs.

The government suit was filed early in December 1956. It grew out of the exchange of NBC's WTAM-AM-FM and WNBK (TV) Cleveland for Westinghouse's KYW and WPTZ (TV) Philadelphia, plus $3 million. The Justice Department complaint charged that the network coerced Westinghouse into agreeing to the exchange under threat of withdrawing NBC affiliations from Westinghouse stations.

Among the specific charges spelled out in the latest filings:

That the purpose of the alleged conspiracy was to improve the position of NBC's owned and operated stations by securing vhf outlets in five of the top eight U. S. markets.

That the alleged conspiracy was entered into during March 1954 at a meeting of NBC executives in the offices of Gen. Sarnoff.

Negotiations were carried out by various NBC executives mentioned above with WFIL-TV Philadelphia, WNAC-TV Boston, WWJ-TV Detroit, KRON-TV San Francisco and "possibly" WDTV (TV) Pittsburgh (now KDKA-TV and owned by Westinghouse) for the purchase of those stations.

That in October 1954, Gen. Sarnoff told Chris J. Witting of Westinghouse that RCA-NBC had to have tv stations in the top five markets of the U. S. and indicated that he (Sarnoff) already had talked to other station owners in Philadelphia and Boston and that he could make arrangements excluding WBC from consideration in those cities. (The Justice Dept. also charged that several similar representations were made by other NBC executives.)

That if WBC would submit to the Cleveland-Philadelphia swap, NBC would not attempt to place its own station in Boston and would continue its affiliation with Westinghouse's WBZ-TV there.

NBC would not agree to a network affiliation for WBC's new Pittsburgh station (KDKA-TV) until Westinghouse was firmly committed to the exchange. (This offer was repeatedly made, Justice said.)

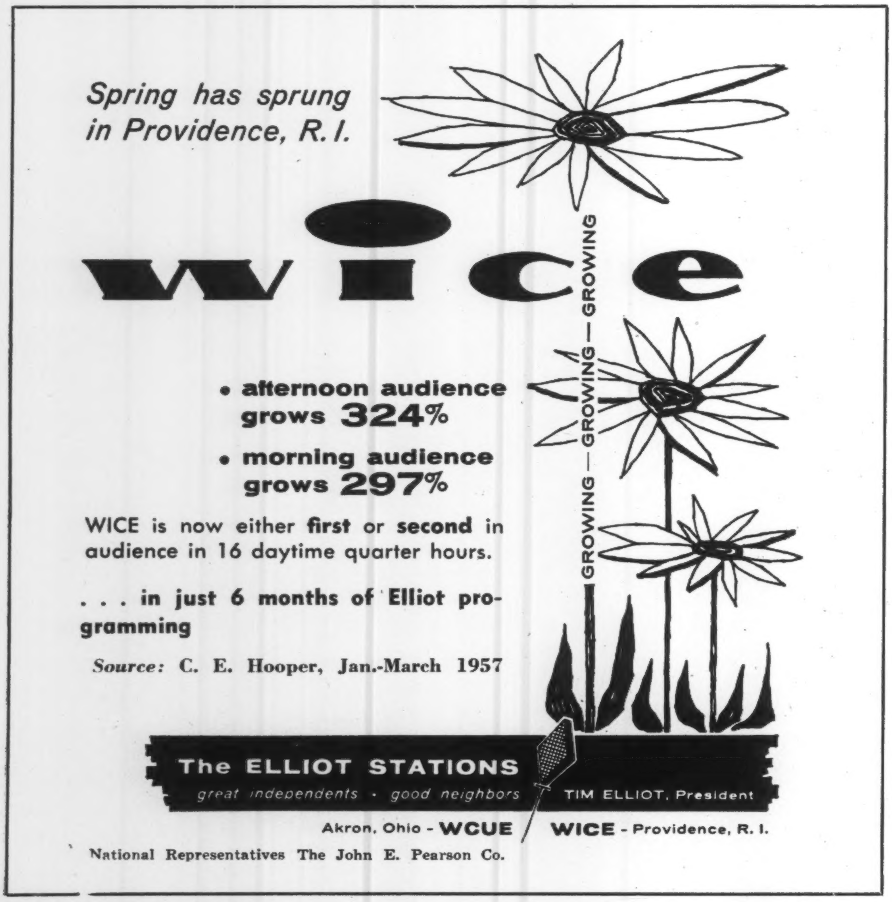
As part of the consideration to WBC for giving up its Philadelphia stations, NBC agreed to affiliate three additional WBC stations and to give 2½-year extensions for all existing NBC affiliation contracts with WBC stations.

That NBC forced WBC to agree to the exchange of stations, which was economically undesirable and undesired by WBC.

That WBC was required, as NBC's price for continuing affiliation in Boston and assurances of affiliations in Cleveland and Pittsburgh, to relinquish its Philadelphia stations, despite the fact that this exchange meant a continuing loss to WBC of revenue in excess of $1 million annually.

That only after Westinghouse agreed to the exchange, on or about Nov. 15, 1954, did NBC agree in writing to affiliate KDKA-TV.

That the ability of Westinghouse Electric



Spring has sprung in Providence, R. I.

wice

- **afternoon audience grows 324%**
- **morning audience grows 297%**

WICE is now either **first** or **second** in audience in 16 daytime quarter hours.

. . . in just 6 months of Elliot programming

Source: C. E. Hooper, Jan.-March 1957

The ELLIOT STATIONS
great independents · good neighbors
TIM ELLIOT, President

Akron, Ohio - **WCUE** / **WICE** - Providence, R. I.

National Representatives The John E. Pearson Co.

..AND STILL CHAMPION!

IT'S THE THIRD CONSECUTIVE YEAR WE'VE WON BILLBOARD'S FIRST PLACE AWARD IN EVERY LAB CATEGORY

Billboard
Award
for outstanding achievement in television film
CONSOLIDATED FILM INDUSTRIES

All of us at CFI are more than proud of winning the coveted Billboard award in every laboratory category . . . 7 in all. And we want to express our sincere thanks to all of you in the TV industry whose votes made our "grand slam" possible.

At CFI our one desire is to achieve maximum economy for our clients by providing complete lab service at the greatest speed consistent with quality. But it takes more than desire to make a winner. We know we could not have won without the finest equipment, the determination to please and dedicated personnel comprising the best creative technicians in the world. So a very special thanks to Ted Hirsch, Lab Superintendent; Ted Fogelman, 16mm Supervisor; Ed Reichard, Chief Engineer and their respective staffs.

SID SOLOW / *V.P. & Gen. Mgr.*

The CFI Billboard Award Record

1953 CFI won the first place award for quality.

1954 Three laboratory categories. CFI scored a "grand slam" winning all 3 first place awards for quality, speed, and economy.

1955 Three laboratory categories. CFI again scored a "grand slam" winning all 3 first place awards for quality, speed, and economy.

1956 Seven laboratory categories. CFI scores its third consecutive "grand slam" winning all 7 first place awards . . .

1. HIGHEST QUALITY PROCESSING BLACK-AND-WHITE TV COMMERCIALS
2. FASTEST SERVICE PROCESSING BLACK-AND-WHITE TV COMMERCIALS
3. GREATEST ECONOMY PROCESSING BLACK-AND-WHITE TV COMMERCIALS
4. HIGHEST QUALITY PROCESSING TV PROGRAMS
5. FASTEST SERVICE PROCESSING TV PROGRAMS
6. GREATEST ECONOMY PROCESSING TV PROGRAMS
7. HIGHEST QUALITY PROCESSING COLOR TV COMMERCIALS

C F I
CREATIVITY FIDELITY INTEGRITY
CONSOLIDATED FILM INDUSTRIES

HOLLYWOOD: 959 SEWARD ST. HOLLYWOOD 9-1441
NEW YORK: 521 W. 57TH ST. CIRCLE 7-4400

to compete with RCA and others in the sale of all products which Westinghouse manufactures and sells in the Philadelphia market was reduced by the exchange. That WBC's ability to sell advertising on its stations has been reduced by the substitution of a less important and less valuable station market for a more important and more valuable station market.

Since the nature of RCA-NBC's activities comprised an overall threat to the continuation of the NBC-WBC affiliations, the threat to WBC was a continuing one from Sept. 28, 1954, to May 16, 1955.

That the alleged combination or conspiracy still continues (to acquire a vhf station in Boston, Detroit or San Francisco and to dispose of NBC's vhf station [WRC-TV] in Washington).

And finally, that the trade and commerce of independent station representative firms and various group-owned stations have been restrained by the defendants.

In addition to forcing NBC to sell WRCV-AM-TV, the Justice Dept. also is seeking (1) approval of the Philadelphia court before NBC can buy a vhf tv station in any of the eight primary markets and (2) injunctive relief against (a) any future use by NBC or RCA of NBC's network power to force or require a non-network station owner to sell its tv station to NBC and (b) the use of such power to force or require any non-network station to permit NBC Spot Sales to represent it in the sale of national spot advertising.

NBC already owns tv stations in four (New York, Chicago, Philadelphia and Los Angeles) of the top eight U. S. markets (the remaining four are San Francisco, Detroit, Boston and Pittsburgh).

Justice said that divestiture of the Philadelphia stations is "necessary and indispensable to dissipate the effects of the illegal combination or conspiracy and contract in the Philadelphia market and throughout the U. S., to deprive defendants of the fruits of their unlawful conduct and to restore competition which has been reduced by reason of the effectuation of the illegal combination or conspiracy and contract."

In its answer to the Justice complaint filed with the court last month [B•T, April 15], NBC contended that it has done nothing illegal and that the Justice Dept. cannot put asunder what the FCC already has approved.

Legislature Limits Nursery Ads

THE Washington State Legislature has declared unlawful "every type of advertisement or method of representation"—specifically including radio and television—"which has the capacity and tendency or effect of deceiving purchasers or prospective purchasers" of nursery stock. While limited in its application, administration of the measure will be watched closely by merchandisers, advertisers and media people for its possible extension to other products.

Several Groups Plan Over-890-Mc Testimony

WHEN the FCC opens its first, widespread, overall allocations study in more than a decade—the proceedings on spectrum use above 890 mc scheduled to begin May 20—a host of space-hungry, non-broadcast users of radio waves will appear to ask either for (1) more space for their particular needs or (2) initial space for new uses.

One of the most unique—and a claimant whose operations give a clue to the mounting non-communications usage of the radio spectrum—is the Aeronautical Flight Test Coordinating Council.

This is a group representing some of the largest airplane and missile manufacturing companies in the country. It is asking for 100 mc in the 1365-1660 mc area for flight test telemetry, and an additional band of 100 mc in the bands above 2000 mc for future development.

Telemetry is the method of transmitting measurements over the air by means of radio signals.

The aircraft industry wants this chunk of spectrum space so it can check instantaneously the performance of manned and unmanned aircraft and missiles while they are performing. In event of disaster to the craft being tested, it was pointed out, the records at the ground stations are available for the benefit of research and development engineers. On some aircraft, the council points out, more than 2,000 checkpoints are involved during test periods.

The council even proposes to use tv cameras to telecast pictures of structural and equipment performance during actual flight tests.

Hearing Schedule Released

The hearing schedule for the first six weeks—the Commission will sit *en banc* the first three days of each week, according to present plans—was issued late last month and revised last week. Witnesses representing the following users have been scheduled: utilities, police, forestry, petroleum, manufacturers, newspaper publishers, telephone and communications companies, railroads and trucking.

Still to be announced are dates for broadcast and allied groups, including NARTB, National Community Television Assn., and a number of broadcasters. In the above-890 mc region, broadcasting has a number of frequencies reserved for relay links.

The Commission also has announced it will conduct a study of the spectrum between 25 mc and 890 mc—in which fm and tv broadcasting have their places. Comments on this study have been invited by July 1.

Both studies are predicated on the myriad new uses of the spectrum which have been developed during the past decade, as well as the additional requirements by present users (which range all the way from broadcasting to geophysical exploration). In addition information is needed in order to prepare for the 1959 International Telecommunications Conference to be held at Geneva, Switzerland.

An agency that believes "good advertising has to have a bite in it" is

SOLD ON SPOT

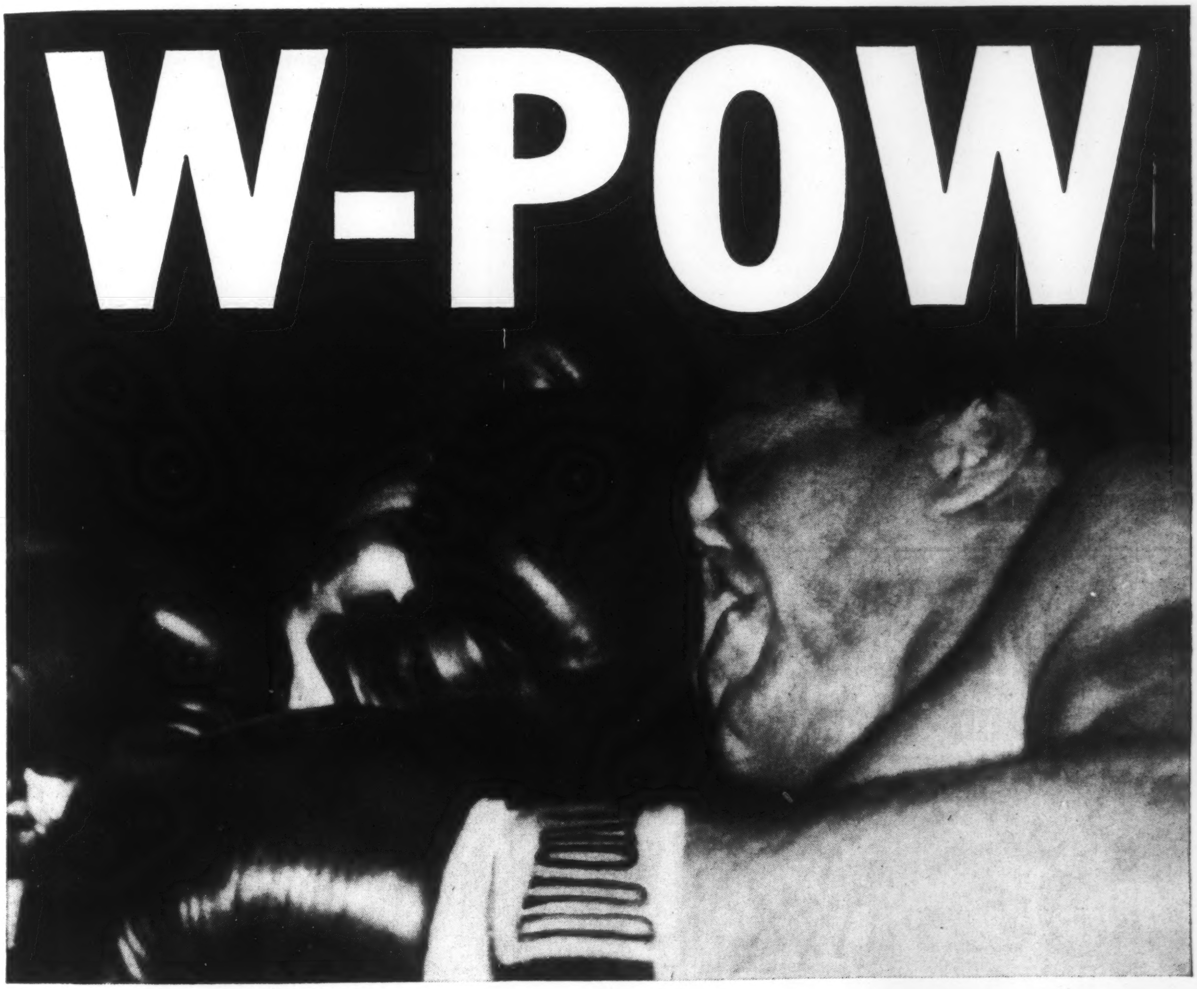
as a basic advertising medium

LEN MATTHEWS and TOM WRIGHT of THE LEO BURNETT CO.

(Vice President in Charge of Media, and Media Manager, respectively) state the case this way: "The Leo Burnett Company was founded in 1935, and has been recommending Spot broadcasting as an advertising vehicle to its clients ever since. Twenty-one of the twenty-three advertisers handled by Burnett have used, or are using, Spot broadcasting."

NBC SPOT SALES

FIRST NEW RADIO STATION IN NEW YORK IN 14 YEARS



1330 KC-THE NEW SOUND FOR NEW YORK

with a hard-hitting new concept in programming—planned to produce new sales for advertisers in the world's largest market

H. SCOTT KILLGORE, President & General Manager

A Tele-Broadcasters Station • 41 East 42nd St. • N. Y. 17, N. Y. • MUrray Hill 7-8436

KALI **Pasadena, L. A.** • **WPOP** **Hartford, Conn.** • **KUDL** **Kansas City, Mo.** • **WKXV** **Knoxville, Tenn.**

Senate Okays Henry J. Taylor As Ambassador to Switzerland

THE SENATE by a voice vote last Thursday approved the nomination of Henry J. Taylor of Virginia, former news commentator for ABC Radio and NBC Radio, as Ambassador to Switzerland.

A former war correspondent with Scripps-Howard newspapers, Mr. Taylor also holds various positions on the boards of several banking firms and is board chairman of Silicone Paper Co. of America.

Daytimers' Proposal Denounced By 170 Regional Radio Stations

SOME 170 fulltime regional radio stations have objected—in a joint letter to Sen. Wayne Morse (D-Ore.)—to the daytime broadcasters' petition for extended hours.

In an 11th hour letter to Sen. Morse on the opening day (April 29) of the hearings before the Senate Special Daytime Radio Broadcasting Subcommittee [B•T, May 6], the regional broadcasters declared in part:

"This Daytime Broadcasters' proposal in its essence is contrary to the spirit in which the daytime broadcasting authorizations were made in the first place. . . ."

". . . the degree of objectionable interference created by such operations prior to local sunrise and following local sunset seriously decreases the coverage for which the original fulltime regional broadcasting stations were designed, with a resultant loss of service to large segments of the American radio public."

The letter further asserted that to permit extended hours of operation for the daytimers "is to countenance a degradation of radio service wholly without regard to the best interest of the American public." It was sent to Sen. Morse "by an informal association of fulltime regional broadcasters" headed by Leroy Kilpatrick, vice president, WSAZ-AM-TV Huntington, W. Va.

FCC Asked for Ruling On Anonymous Broadcasts

A NEW TYPE of radio discussion program has aroused the concern of some broadcasters and has impelled Washington radio attorney Paul M. Segal to ask the FCC for a ruling.

In an April 29 letter to the FCC, Mr. Segal called attention to what he called anonymous discussion programs. The format, he explained, was for a master of ceremonies to make random telephone calls and get people to discuss public issues, institutions and persons. These remarks are then recorded and broadcast—without identification of the speakers.

"Obviously," Mr. Segal stated, "a person selected at random to broadcast his view anonymously is tempted to go pretty far . . . the program derives its interest from the vigor of the view expressed." Some go beyond the bounds of fair comment, Mr. Segal declared, adding he has told his clients to refuse to air such programs. But, they have informed him, other stations are doing so.

Mr. Segal said he is in favor of the FCC policy encouraging responsible public discussion, "but know of no consideration supporting anonymous discussion which of necessity is irresponsible." He added: "It can lead to many undersirable results, especially where campaigns for a certain point of view or in favor of or against certain organizations can be planned and furthered behind a curtain."

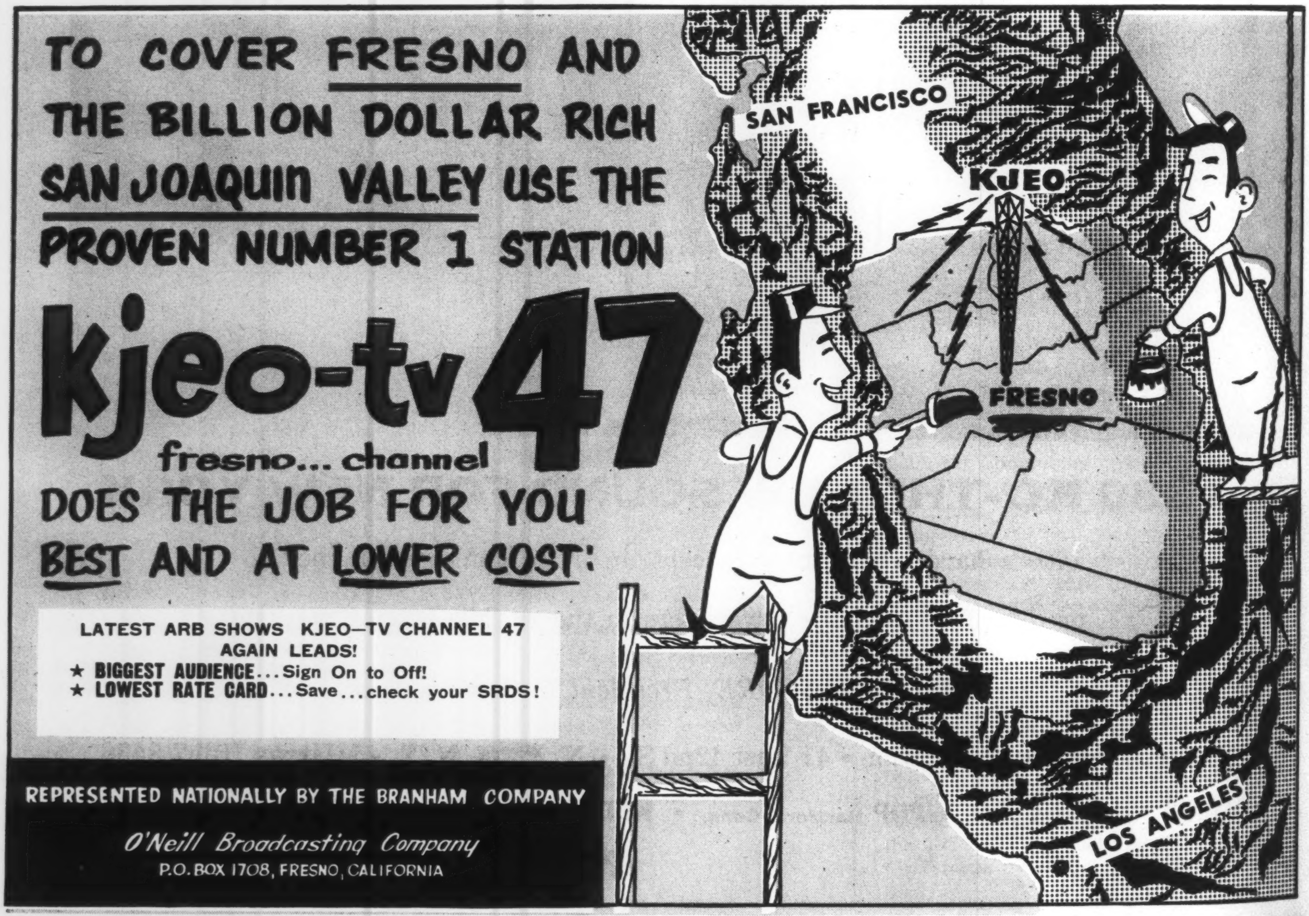
He asked for the Commission's view on this matter.

Eugene Castle Urges Abolition Of USIA as Separate Agency

ABOLITION of the U. S. Information Agency as an "international disgrace" was advocated before a Senate Appropriations subcommittee last Thursday by Eugene Castle, founder and former president of Castle Films, and a propagandist for the government in both World Wars.

Mr. Castle lashed out at the USIA and its director, Arthur Larson, who testified many times at the subcommittee hearings presided over by Senate Majority Leader Lyndon B. Johnson (D-Tex.) Mr. Larson asked the Senate to restore $30 million of the $38 million cut from the agency's proposed 1958 budget by the House on April 11.

The USIA had asked for $144 million for


TO COVER FRESNO AND THE BILLION DOLLAR RICH SAN JOAQUIN VALLEY USE THE PROVEN NUMBER 1 STATION

kjeo-tv 47

fresno... channel

DOES THE JOB FOR YOU BEST AND AT LOWER COST:

LATEST ARB SHOWS KJEO—TV CHANNEL 47 AGAIN LEADS!

★ BIGGEST AUDIENCE... Sign On to Off!

★ LOWEST RATE CARD... Save... check your SRDS!

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

O'Neill Broadcasting Company

P.O. BOX 1708, FRESNO, CALIFORNIA

HARRINGTON, RIGHTER & PARSONS, Inc.
S.R.O.

THIS ISN'T WHAT YOU THINK

This "S.R.O." stands for what we give our stations listed below—*"Specialized Representation Only"*.

The uniqueness of each market—the individual character of each station — the particular kind of job the station delivers for a particular sponsor — that's where Harrington, Righter and Parsons concentrates manpower, time, skills and imagination. And — since a specialized, tailor-made job takes more of these than mass-produced run-of-the-mill representation — we *focus* our energies by —

1. *Restricting ourselves to the television medium*
2. *Representing a limited list of outstanding stations*
3. *Working for quality television stations that appreciate what specialized representation can do for them.*

This is a simple, sound line of reasoning — and it *works.* By delivering most to the few, Harrington, Righter and Parsons today serves a group of eminent television stations. Perhaps other stations who share this same point of view would like to know more of the story.

HARRINGTON,
RIGHTER
& PARSONS, Inc.

television — the only medium we serve

WCDA-B-C *Albany* **WAAM** *Baltimore* **WBEN-TV** *Buffalo* **WJRT** *Flint*
WFMY-TV *Greensboro/Winston-Salem* **WTPA** *Harrisburg* **WTIC-TV** *Hartford*
WDAF-TV *Kansas City* **WHAS-TV** *Louisville* **WTMJ-TV** *Milwaukee*
WMTW *Mt. Washington* **WRVA-TV** *Richmond* **WSYR-TV** *Syracuse*

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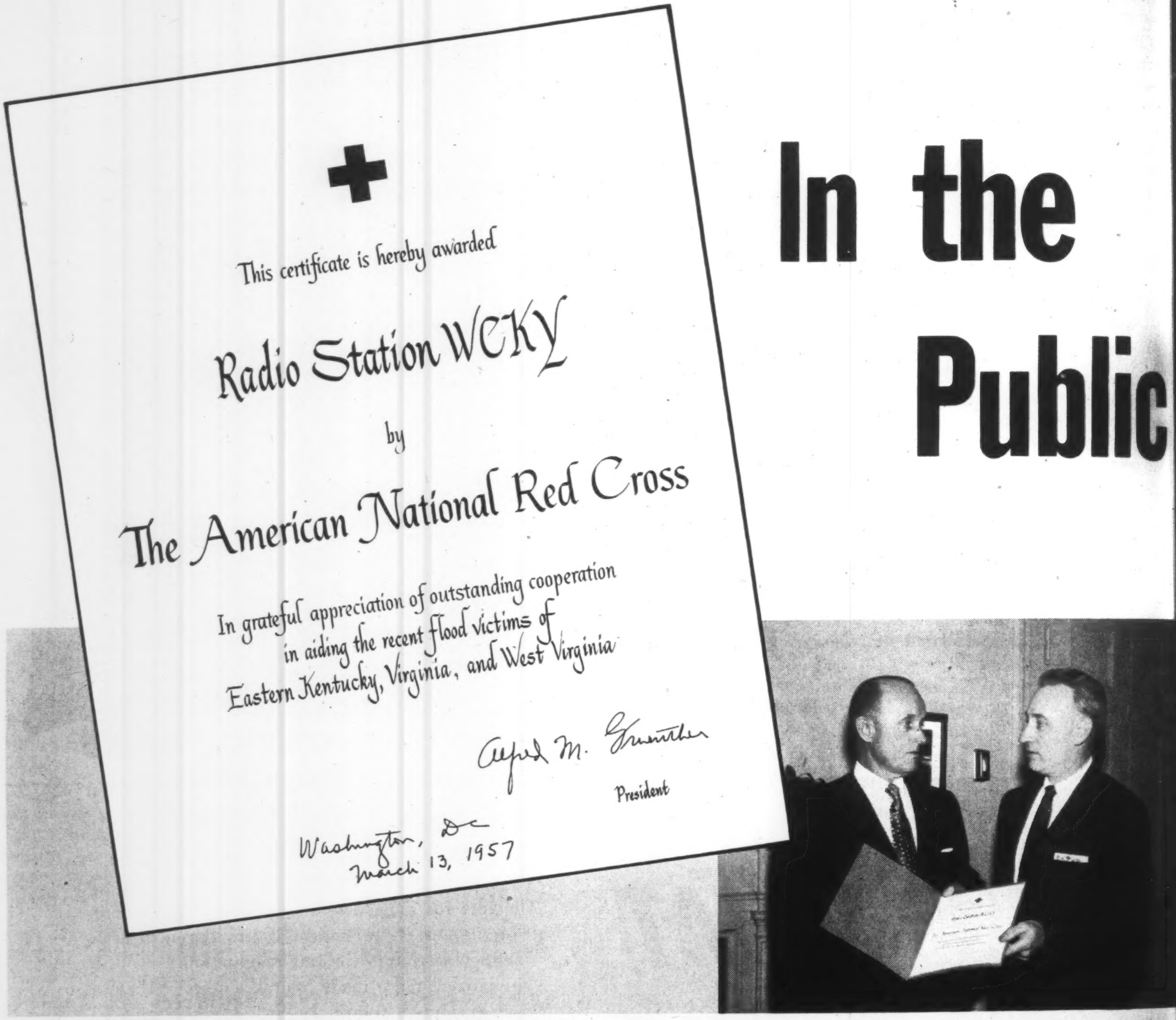

This certificate is hereby awarded

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next year, but the House slashed this sum to $106.1 million—a 26% cut first made by the House Appropriations Committee. The Senate hearings were concluded Friday.

In his testimony before the Senate subcommittee, Mr. Castle said the USIA "disturbs the peace and . . . contributes to the danger of our involvement in a new world war."

He urged—as have many senators including Sen. Mike Mansfield (D-Mont.)—that USIA operations again be placed under the jurisdiction of the State Department and that the former's appropriations for the next fiscal year be cut to $55 million—$89 million less than the proposed sum advocated by Director Larson and President Eisenhower.

The Senate Appropriations subcommittee is expected to report its action on the USIA budget sometime next week.

FCC Makes It Official

THE FCC last month adopted a new Section 1.367, making a legal practice official. The rule specifies that when two or more applicants are in a hearing and opposition withdraws, leaving only one applicant, the remaining applicant retains its hearing status (protecting it from any further competitive applications). Although technically a single remaining application in a hearing was put back on the so-called processing line, in practice the FCC continued the umbrella protection of the hearing status.

FCC to Hear WIP-AM-FM Protest Of WPFH (TV) Transmitter Move

STORER Broadcasting Co. received opposition from two fronts last week on its purchase of WPFH (TV) Wilmington, Del., and move of the station's transmitter toward Philadelphia.

The FCC postponed the effective date of its approval of the antenna-transmitter move, following a protest by WIP-AM-FM Philadelphia, and set the case for hearing. The hearing examiner will take testimony on (1) whether the purpose of the move is to make WPFH a fourth Philadelphia station at the expense of Wilmington and the state of Delaware; (2) the nature of planned studios in Philadelphia and Wilmington, and (3) if WPFH is guilty of misrepresentation to the Commission regarding statements made on maintaining the present transmitter site.

The sale itself was taken to Philadelphia federal court by eight stockholders, holding 2,400 of 1,609,204 Class A common stock of the station. They are seeking to block the sale on the grounds that the selling price of $5,626,437 is inadequate. The eight objectors charged that majority stockholders Paul F. Harron and his wife would get greater benefits than any other stockholder.

Judge William K. Kirkpatrick will hear an application tomorrow (Tuesday) for a temporary injunction holding up consummation of the sale, which has been approved by the Commission [B•T, March 17].

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION: 5

(Figures in parentheses indicate dates oral arguments were held.)

Seattle, Wash., ch. 7 (12-17-56); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y., ch. 7 (9-24-56); Biloxi, Miss., ch. 13 (12-18-56); San Francisco-Oakland, Calif., ch. 2 (3-11-57).

AWAITING ORAL ARGUMENT: 6

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6 (4-27-57); McKeesport-Pittsburgh, Pa., ch. 4 (4-10-57).

IN HEARING: 5

Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Lubbock, Tex., ch. 5; Sioux Falls, S. D., ch. 13; Ponce P. R., ch. 7.

IN COURT: 4

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Knoxville, Tenn., ch. 10; Miami, ch. 10.

Sales of WBRC-AM-FM-TV, WDBO-AM-FM-TV Approved

THE SALES of WBRC-AM-FM-TV Birmingham, Ala., and WDBO-AM-FM-TV Orlando, Fla., were among 10 transactions approved by the FCC last week.

Radio Cincinnati Inc. has bought WBRC-AM-FM-TV from Storer Broadcasting Co. for $6,350,000. Radio Cincinnati, licensee of WKRC-AM-TV there, is 80% owned by *Cincinnati Star Times* and 20% by Hulbert Taft. The Commission had ordered Storer to sell one of its tv properties to meet multiple ownership requirements.

Storer bought WPFH (TV) Wilmington, Del., and WIBG-AM-FM Philadelphia, and was forced to sell the Birmingham station to keep within the legal limit of five vhf stations. Application to move WPFH's transmitter closer to Philadelphia has been protested by WIP Philadelphia and placed in a hearing status (story this page).

Eight minority stockholders of WPFH Broadcasting Co., licensee of WPFH, have filed suit in federal court seeking to block the sale of the station to Storer. The objectors claim the majority stockholders would reap greater benefits than any other owners and that some of the small owners actually would sustain a loss.

WDBO-AM-FM-TV was sold to Cherry Broadcasting Co. (William S. Cherry Jr. and associates) by Orlando Broadcasting Co. for $3 million. Mr. Cherry, 44.9% owner of WPRO-AM-FM-TV Providence, R. I., will be 85% owner of the Orlando stations. Other WDBO-AM-FM-TV owners include William H. Goodman (10%), assistant treasurer and director of the Providence stations, and Arnold F. Schoen (5%), general manager of WPRO-AM-FM-TV.

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